Advertising Age

With which is incorporated Advertising Agency Magazine, formerly Advertising & Selling

November 13, 1961
Volume 32 • Number 46
25 Cents a Copy • $3 a Year
CHICAGO 11 • Published Weekly at
200 E. Illinois St. • DE 7-5200
NEW YORK 17
630 Third Ave. • YU 6-5050

Second Class Postage Paid at Chicago, Ill.

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THE NATIONAL NEWSPAPER OF MARKETING

15% Commission Overrated, Frey Tells AMA Group

Arguments Against System Outweigh Those in Its Favor, Frey Insists

MINNEAPOLIS, Nov. 7—Advocates of a more precise, scientific approach to marketing decision-making all but drowned out disciples of creativity at the eighth biennial marketing institute of the Minnesota chapter of the American Marketing Assn., which ended here last week.

Dr. Albert W. Frey, University of Pittsburgh professor of marketing and AMA president, took a cue from the conference theme and called for two "innovations."

First, he said, there is need for less worship of the 15% media commission system for compensating advertising agencies.

The second, and far more important, is a concentrated effort to build a science of marketing.

■ Speaking at the institute's dinner meeting, Dr. Frey said many of the frictions between advertisers and their agencies uncovered in the report he co-authored with Kenneth Davis for the Assn. of National Advertisers in 1958, can be traced to the 15% commission system.

Arguments advanced against the system, Dr. Frey said, far outweigh those in favor of it. And arguments against the fee system seem much weaker than those for it.

More objective thinking on the subject, he continued, would follow from any marked progress in measuring the effectiveness of advertising.

■ This suggests the second innovation—a continuous, concentrated, well coordinated attempt to

(Continued on Page 155)

Dismissal of Amana Suit Against CBS Upheld by Court

CHICAGO, Nov. 7—The U. S. court of appeals has affirmed a lower court decision ruling that advertising time is not a commodity under the meaning of the Clayton Act.

Amana Refrigeration, Amana, Ia., sought $9,000,000 treble damages from Columbia Broadcasting System, charging the network gave competitors greater discounts, required Amana to buy a specified number of stations on the network, and forced Amana to buy a program in which CBS had an interest.

The ruling affirmed the dismissal of the Amana action by U. S. district court Judge J. Sam Perry, who ruled that tv advertising is a service and not a commodity (AA, March 2, '59).

■ The appellate court, in commenting on the meaning of the word "commodity" in the Clayton Act, noted: "The context here—goods, wares, merchandise, machinery and supplies—does not permit an application of the term which embraces the contractual right or privilege of sponsorship identification with the broadcast of a television program and the use of a portion of the broadcast time for product advertising."

The Amana action came in a countersuit against CBS, which sued to recover money allegedly owed by Amana for its sponsorship of the "Phil Silvers Show" (AA, Oct. 13, '58). CBS sought $284,545; Amana said it owed only $252,430 because of offset agreements. This case was settled out of court.

Attorneys for Amana said the company had not yet decided whether to appeal the decision to the U. S. Supreme Court.

When Judge Perry made his original ruling in 1959, he told ADVERTISING AGE that he knew of no similar rulings in law, and he felt other media should also be classified as services. #

ON TIME—*This is the first consumer ad for Elgin prepared by McCann-Marschalk, New York. The agency took over the account from J. Walter Thompson Co. this summer (AA, June 12). Running in Life and Look, the page shows every watch but one out of step.*

Salada Revamps Ads, Personnel; Names McCarthy

WOBURN, MASS., Nov. 7—Things are firming up these days around the Salada-Junket division of Salada Foods, the new name of Salada-Shirriff-Horsey.

The company, which named Cunningham & Walsh last month to succeed Doyle Dane Bernbach, announced four personnel changes in the advertising department and talked about its 1962 ad plans.

At the same time, Shoreline division of Salada, in Tampa, appointed R. E. McCarthy & Associates, Tampa, division of Liller, Neal, Battle & Lindsey, Atlanta, to handle advertising for its Sea brand and Harbor House frozen

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Outscrutinize FTC on Ads, FCC Warns Media

FCC Passes Along New FTC Publication with Admonition to Stations

WASHINGTON, Nov. 9—The Federal Trade Commission and the Federal Communications Commission have teamed up in a joint effort to line up broadcasters and other media in an intensified effort to screen out questionable advertising.

As its part of the plan, the FTC released the first of a new monthly report series summarizing its activities in the advertising field. Working in tandem with FTC, the FCC sent copies of the new FTC publication to all radio-tv licensees, with a strong warning that broadcasters are expected to lean over backwards to protect their audiences from advertisers who can't fulfill their promises.

FTC's new monthly, called "Advertising Alert," is an inexpensive pamphlet of eight 7x10" pages, typed on an electric typewriter and printed offset. Most of the first page is devoted to a discussion of a new crackdown on food freezer plan advertising. The remainder consists of summaries of FTC decisions and complaints in the advertising field during the month of October. Finally, FTC included a reminder about its rules on guarantees.

■ FCC's stern covering letter expressed hope that the FTC publication will help licensees familiarize themselves with various deceptive practices "so that they will be able to recognize them and take appropriate steps to protect the public against them."

The original proposal for a publication to summarize FTC's activity in the advertising field was voiced by Sen. Warren Magnuson (D., Wash.) last March, when the Senate interstate commerce committee was holding a hearing on the confirmation of Paul Rand Dixon as FTC's chairman. Initially there were repotts that the new publication would be written for the radio-tv industry, but FTC subsequently decided that it would be

(Continued on Page 156)

FDA Puts Squeeze on Frozen Orange Juice Labeling

WASHINGTON, Nov. 9—The Food & Drug Administration is moving ahead this weekend with an industrywide crackdown against deceptive labeling in the frozen orange juice industry.

The drive has been in the talk stage since last summer when FDA charged that Snow Crop was making false health claims and exaggerating the quantity of juice represented by a can of its concentrate (AA, July 24).

After FDA seized some sample shipments, Snow Crop division of Minute Maid protested that some of the same labeling practices were used by other industry members.

Since last summer, Snow Crop has eliminated advertising materials which were mentioned in the FDA seizure order. No further action has been taken by FDA in the face of Snow Crop's

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Radio Revenues Up 6.7% in '60; Net Up 8%: FCC

WASHINGTON, Nov. 9—Radio's time sales and profits continued to gain in 1960, but at a somewhat reduced rate, according to statistics published today by the Federal Communications Commission.

Revenues (net time sales plus talent fees), were up 6.7%, compared with a 7.6% gain in 1959 over 1958. Profits, totaling $45,900,000, represented an 8.3% gain, compared with a 15.8% gain in the preceding year.

Time sales to advertisers (before deduction of commissions) amounted to $622,500,000, a 6.8% gain. Sales to local advertisers amounted to $385,300,000, up 7.3% compared with the 11.1% advance in the preceding year. Sales of spot time hit $202,100,000, a 7.4% gain, compared with 9.4% in 1959. Network time sales leveled off at $35,000,000, down only 1.7% in contrast to the 23.4% dip which was incurred in 1959.

■ The four networks and their 19 stations received $62,100,000 from time sales, a 1.9% gain. The

(Continued on Page 12)

Push Public Events Broadcasts, Hagerty Urges at BPA Session

Better 'Station Image,' Market Data Needed, Agency Panelists Agree

NEW YORK, Nov. 8—Meeting in the advertising agency capital of the world for the first time, the Broadcasters' Promotion Assn. this week heard a succession of agency executives speak candidly about what they expected from radio and tv promotion men and women.

Agency-manned panels on the tightly packed, three-day seminar covered everything from station images to ratings to merchandising.

The challenging note was sounded in the keynote speech by James C. Hagerty, vp in charge of news, special events and public affairs of American Broadcasting Co., who urged the promotion experts to work harder to help build audiences for news and documentary coverage.

Mr. Hagerty, speaking at a joint luncheon meeting of the BPA and Radio & Television Executives Society, expressed concern that credits due the U.S. and the free world were not "getting told and retold throughout our nation, throughout the world as counteraction to the propaganda of the Communists."

■ The former Presidential press secretary put American reporting in a class by itself. But he noted that the American people "seem indifferent to it, unconcerned about even the most pressing problems at home and certainly abroad.

"It is no secret to us," he said, that an ABC Bell & Howell "Closeup" or an "Adlai Stevenson Reports," a CBS "Eyewitness," an Eisenhower interview or an NBC

(Continued on Page 163)

Last Minute News Flashes

Roche Labs Names Frohlich for Four Ethical Drugs

NUTLEY, N. J., Nov. 10—Roche Laboratories division of Hoffmann-La Roche Inc., after three months of interviewing, has appointed L. W. Frohlich & Co., New York, to succeed Doherty, Clifford, Steers & Shenfield as agency for four ethical drugs—Noludar, Tigacol, Roniacol, and Marplan—plus several new products not yet announced. The account bills about $725,000, but is expected to go above $1,000,000 when the new products flow. William Douglas McAdams Inc. handles the rest of the account, and this will be the first time that McAdams and Frohlich, the two largest agencies in billings in the ethical field, have ever shared an account.

Great American Shifts Super Coola to Kastor, Hilton

NEW YORK, Nov. 10—Great American Industries, maker of Super Coola soft drinks, has appointed Kastor, Hilton, Chesley, Clifford & Atherton to handle its advertising. The canned beverage, made by the Cantrell & Cochrane Co. division of Great American, will have a 1962 budget of $1,000,000, according to Walter S. Mack, chairman. Weiss & Geller, the previous agency, said 1961 Super Coola billings were under $100,000. The former agency, whose president, Max Geller, is a member of the Great American board, expressed surprise at the account switch.

Trylon Produc Moves to Lilienfeld from Kemper

CHICAGO, Nov. 10 Trylon Products Corp., cosmetics manufacturer, this week moved its advertising account from Don Kemper Co. to Lilienfeld & Co. Trylon, which markets about 50 products, will put the bulk of its ad budget—to exceed $250,000 next year, Trylon said—behind its Bathe 'N Flow bath oil.

(Additional News Flashes on Page 155)

Florida Citrus Okays $1,300,000 for Merchandising

Sum to Be in Addition to Group's Ad Budget; Grapefruit Gets Stress

LAKELAND, FLA., Nov. 8—The Florida Citrus Commission has approved a $1,300,000 program for intensive merchandising of the new crops of oranges, grapefruit and tangerines, including the addition of 10 men to its merchandising field force and a $10,000 fresh grapefruit display contest.

The commission approved the program at its meeting today, following a presentation by its merchandising and advertising staff.

The additional field men will cost more than $40,000 in salaries and expenses for the final six months of the fiscal year, and will bring the total cost of the entire force of 67 such market men to approximately $500,000. Adding the 10 new men will bring the force back to the level it had reached before the 1957-'58 freeze forced a cutback.

In-store point of sale material which the citrus commission will provide this season will cost more than $400,000. Premiums, prizes and other incidentals are covered by the remainder.

■ As much emphasis as possible will be placed on promoting grapefruit. The fresh grapefruit display contest will include such prizes as automobiles, trips to Florida and cash for the winning retailers.

In the audience which heard the elaborate presentation of the merchandising plans were a dozen citrus buyers representing major food chains with about 16,000 outlets.

The $1,300,000 promotional program is in addition to and will support the commission's $3,500,000 consumer advertising program.

The ad phase of the $280,000 grapefruit promotion will be presented Dec. 6 by the commission's staff and Benton & Bowles, its agency. #

'Pittsburgh Post-Gazette' Folds Sunday Edition; Sets Move

The *Pittsburgh Press*, a Scripps-Howard paper, and the *Pittsburgh Post-Gazette*, published by William Block and Paul Block Jr., both will be printed at the *Press*, effective Nov. 13. The *Post-Gazette* will suspend publication of its Sunday edition after Nov. 12. Editorial departments will remain "independent," but the *Post-Gazette's* editorial crew later will move "in or near" the *Press* building.

The *Press* will handle all business affairs, including advertising, of the two papers. Selling and servicing of general advertising will be conducted by the general advertising department of Scripps-Howard. Moloney, Regan & Schmitt, representative for the *Post-Gazette*, will continue handling the newspaper until December. Current linage costs "as of now" remain intact for all classifications. Scripps-Howard declined to comment on a report that a combination rate might be installed.

Crosley Will Fight FCC Ruling

Crosley Broadcasting Corp. has announced that it will fight a Federal Communications Commission decision which would put Crosley's WLW-I, Indianapolis, off the air, Nov. 30, and assign its channel to a new licensee. The FTC move is a result of more than four years of litigation.

AND NOW BBDO—*Dr. Pier Filippo Gomez Homen, co-founder of Sirpi, and Charles H. Brower (left), president of Batten, Barton, Durstine & Osborn, sign papers announcing the acquisition of Sirpi and formation of BBDO/Sirpi.*

BBDO Acquires Sirpi, Milan Agency with $4,000,000 Billings

NEW YORK, Nov. 9—Batten, Barton, Durstine & Osborn has completed negotiations to acquire the Italian agency, Sirpi (AA, Nov. 6).

The Milan agency was founded in 1949 by Henri de la Chassaigne and Dr. Pier Filippo Gomez Homen. It is now one of Italy's four largest agencies with between 50 and 60 employes and billing somewhat more than $4,000,000. Zoppas, the best-selling Italian refrigerator, is the agency's largest account, with billings of more than $1,000,000.

BBDO has worked with Sirpi for six years. Among Sirpi's American clients are Du Pont; American Export Lines; Coty; Nestle; Rohm & Haas; Stanley Tool; Timken Roller Bearing; Parke, Davis & Co.; and J. B. Williams. Largest among these are Du Pont and J. B. Williams shaving creams.

■ Patrick Dolan, president of BBDO International, has been named chairman of Sirpi; Dr. Gomez, managing director; and Mr. de la Chassaigne, vice-chairman. Several other agency executives, including Enzo Cutelli, Giuseppe Battistini and Brando Brandolini, will have minority holdings in the new operation, whose name is BBDO/Sirpi.

With the Sirpi acquisition, first reported here last week, BBDO adds to European operations which include a London office (with 30 clients), a Frankfurt operation (serving 12 clients) and a Paris representative.

■ Dr. Gomez, in advertising since 1928, served 11 years as one of the top executives of Italy's General Confederation of Industry and is one of the founders and a former head of the National Arts & Crafts Exhibition in Florence. He is also a writer and motion picture producer.

This week, he reiterated a long-held belief that American advertising, when it is good, "is international in itself, because of the melting pot nature of the U.S." A foreign market, with the same degree of maturity as a U.S. market, will get the same results from the same advertising, Dr. Gomez believes.

Mr. de la Chassaigne worked for J. Walter Thompson Co. in Europe before Sirpi was founded. #

Chilton Shares Topics Buy with 'Modern Medicine'

NEW YORK, Nov. 7—The fog shrouding the sale of Topics Publishing Co. (AA, Nov. 6) cleared this week to reveal three parties as buyers.

Topics figured in two sales announced barely a week apart. The first saw Chilton Co., Philadelphia, acquire all the stock of Topics from Mrs. Frances Ford Cook, publisher.

The second, revealed today, showed the new ownership shaping up this way:

1. Mrs. Cook's son by a former marriage, Richard F. Tomlinson, publisher of *Food Topics* and *Food Field Reporter*, will acquire the food division from Chilton and operate it as Gaylin Publishing.

2. Chilton will sell half interest in the drug division to Modern

(Continued on Page 156)

Dow Jones Sets 'National Observer'; Western 'N.Y. Times' Due in Late '62

NEW YORK, Nov. 9—Dow Jones & Co. announced today it will begin publishing a national newspaper early next year, and the *New York Times* confirmed rumors current since last spring that it will launch a western edition late in 1962 (AA, Feb. 27 *et seq.*).

Dow Jones, publisher of the *Wall Street Journal* and *Barron's*, national business and financial weekly, said its national Sunday newspaper "aimed at home and family readership" would bow Feb. 4, 1962. Called the *National Observer*, the Sunday entry will be printed in the *Wall Street Journal's* Washington plant.

The *Times'* Los Angeles-based western edition will be published six days a week, with no Sunday issue. It will sell for 10¢ (the newspaper's air edition in Los Angeles and San Francisco currently costs 35¢). It will aim its first circulation drive at California, Oregon and Washington. This will be mostly via mail, but the western *Times* will appear on newsstands—also in Hawaii, Alaska and Mexico—the date of publication.

■ The *Times* will use the same New York-based automatic Teletype-setting system for the western unit that it has used, since Oct. 20, 1960, as a news link for its international edition published in Paris.

Copy will be punched onto coded tape and transmitted via telephone circuit to the Los Angeles newsroom at 1,000 words a minute. About 100 columns of news will be sent across the U.S. each night, the *Times* said. This is roughly half again as much as Paris receives on an average evening.

Advertising rates for the *Times'* new offering have not been determined and probably won't be until at least mid-1962. The newspaper maintains its own sales offices in Atlanta, Boston, Chicago, Los Angeles, Miami, Philadelphia, San Francisco and Toronto.

■ Robert M. Feemster, Dow Jones executive committee chairman, declared that timing is "a difference in philosophies between his company's new entry and that of the *Times*. I see no point in announcing a new publication until you know the date it will be published," he said. Today's release from Dow Jones, its first for the *National Observer*, carried the Feb. 4 debut date.

He said the *Observer* would have an initial 200,000 run, and "We can open as many plants as we want after that." Besides the Washington plant, the *Wall Street Journal* currently is printed at its own sites in Chicopee Falls, Mass.,

(Continued on Page 156)

Kal Kan Buys TV News of L.A. Fire, Feeds Outcast Pets

LOS ANGELES, Nov. 9—The Los Angeles brush fire which burned up thousands of acres and scorched and destroyed at least 300 homes in a chic suburban section here, provided some advertisers with a unique opportunity to make promotional hay this week.

Among those on the spot with press releases and advertising announcements was Kal Kan Foods, Los Angeles pet food maker. While well-to-do owners were presumably left to forage for themselves, Kal Kan announced it would provide free food to dogs and cats left homeless by the blaze.

To make its "public-spirited and humanitarian service" known to the public, Kal Kan was the only advertiser sponsoring on-the-spot tv coverage on KTLA and KTTV during the first day of the blaze. On the second day, with only KTLA offering tv coverage, Kal Kan was sole sponsor of all remote telecasting direct from the scene.

Fuller & Smith & Ross is the agency. #

Curtis Drops 100 Staffers, Seeks 'Lean, Hard' Force

PHILADELPHIA, Nov. 9—Curtis Publishing Co. has cut nearly 100 members from its staffs, ADVERTISING AGE learned. The company called the reduction of staff an "adjustment of work force."

Curtis said some departments were being reorganized and realigned, and that the company was creating a "leaner and harder sales force."

The reduction in personnel affected some salesmen on *The Saturday Evening Post* and *Ladies' Home Journal*, clerical and stenographic help in a number of departments, plus the dissolution of the public relations department's travel bureau.

Robert K. Farrand, public relations director, told AA the reduction in the work force has reached its peak and is quite small in comparison with the 8,000 employes of the company.

In fact, he added, some of the sales personnel will be replaced with more experienced men as part of the reorganization of these departments. He did not specify which departments are being realigned.

Cuts in overhead at Curtis have not been unexpected because of sharp declines in net earnings so far this year. #

Lindsay Joins WIND

Paul N. Lindsay, formerly advertising-promotion manager of WOWO, Ft. Wayne, has been named advertising, promotion and publicity manager of WIND, Chicago. Both are Westinghouse stations. At WIND, John Holland, previously promotion manager, has been appointed national sales coordinator. Douglas Shull has resigned as promotion director at WANE, Ft. Wayne, to replace Mr. Lindsay as head of the advertising and promotion department at WOWO.

Highlights of This Week's Issue

Los Angeles used car dealer files a civil action in federal court requesting triple damages of more than $3,000,000 from General Motors Corp. and ten other defendants ..... **Page 8**

S. J. Caraher, division advertising manager, E. I. du Pont de Nemours & Co., reports that Du Pont's index shows that total costs for comparable advertising exposure—not including network tv—are up 72% since 1950 ..... **Page 14**

S. R. Bernstein, exec vp and general manager of Advertising Publications, says industrial advertising budgets will increase in the 1960s, both in total dollars and in terms of their relation to the income of business ..... **Page 20**

Metropolitan Taxicab Board of Trade provides WOR advertising card space in its cabs in exchange for air time ..... **Page 24**

Herman Tocker, Federal Trade Commission hearing examiner, rules that Mary Carter Paint Co. should be required to stop using such promotional phrases as "buy one and get one free" and "every second can free" ..... **Page 32**

Arthur E. Hall, exec vp of the newspaper division of Field Enterprises, says, "We have to take a realistic approach to circulation—a price of 10¢ daily and 25¢ Sunday seems inevitable" ..... **Page 36**

Philip Morris Inc. sees an astonishing potential of 4 trillion cigarets a year in the free world market ..... **Page 44**

Donald R. Grimes, president of Independent Grocers Alliance (IGA), says the discount store is going to succeed, "but it won't hurt the food business to the extent that some people fear" ..... **Page 52**

W. B. Reynolds, General Mills research vp, says you shouldn't expect to order a new product from research as you would a toothbrush from the drug store ..... **Page 82**

Hobart Mfg. Co. times its 34-market saturation tv promotion of KitchenAid dishwashers to coincide with the big washup following Thanksgiving dinner ..... **Page 84**

Walter D. Scott, exec vp of NBC Television, says the tv industry and its audience are maturing together ..... **Page 88**

Denis Lanigan, general manager of J. Walter Thompson Co. in Germany, and Don R. Hinkley, general manager of Procter & Gamble, Frankfurt, and Richard L. Matthews, associate brand promotions manager for P&G, establish Frankfurt's first international school ..... **Page 94**

Merchandise National Bank of Chicago survey reveals that the 500 biggest U.S. banks are spending nearly $31,000,000 for public relations in 1961 ..... **Page 97**

Five agencies make presentations for the Los Angeles Department of Water & Power account, with billings of $400,000 ..... **Page 155**

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U.K. Ad Spending to Top $1 Billion by '65: Y&R Ltd.

LONDON, Nov. 7—A tremendous growth in advertising expenditure can be anticipated in Britain by 1965, if present trends continue, according to a recent study by Young & Rubicam Ltd.

Advertising in print, broadcasting, cinema and outdoor, put at $434,000,000 in 1955 and $806,400,000 in 1960, is expected to reach $1.134 billion by 1965, the agency reported.

This same ten-year period saw advertising in these media rise from 1.01% of the national income to 1.71%.

The study, reported in "Y&R Quarterly No. 12," says:

■ "Advertising expenditure as a percentage of national income was plotted and then projected to 1965 by normal straight-line projection, the results being reconverted into advertising expenditure figures.

"They are considered likely to be more accurate than a simple projection of advertising expenditures because the method is hinged

(Continued on Page 126)

Faberge's First Cosmetics Bow in December Ads

NEW YORK, Nov. 8—Faberge Inc., which has grown to one of the top-selling fragrance houses without national advertising, next month will start a national campaign to introduce its first Faberge cosmetics.

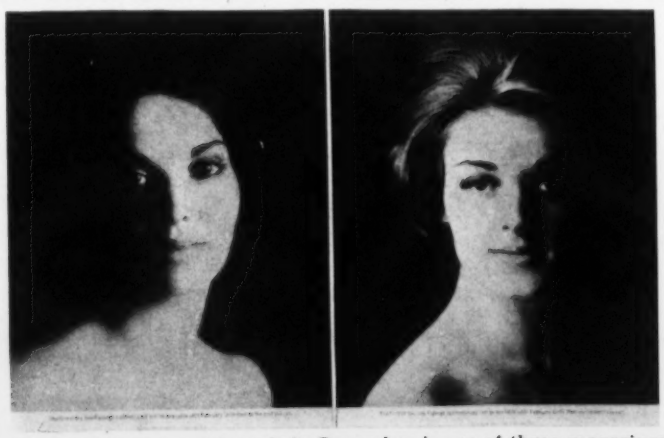
The first advertised word on the cosmetics line will appear in December issues of *Harper's Bazaar*, *The New Yorker* and *Vogue*. B&w pages will show a large close-up of a model sans makeup. A copy line will say: "The first of the new Faberge cosmetics will not be available until February. Until then do the best you can."

Product ads will start in February, and the media list will be lengthened. The first ad will promote a new form of eye makeup. The following month or so, a pressed-powder compact and a new lipstick will be introduced. Eventually a full line of makeup will be marketed, but no treatment items are slated.

■ Faberge's fragrances still will not be advertised—except for a spot tv campaign in December to demonstrate an aerosol fragrance kit. Running in 15 markets, the push will introduce a purse-size aerosol dispenser which can be refilled from a large "reservoir" aerosol. The copy explains: "Fill 'er up! New gift idea from Faberge. The little one goes with you. The big one sprays at home. Faberge. In her favorite fragrance."

The only other times that the Faberge name has been advertised nationally were in two brief campaigns during the war years and in 1960. During the war, it ran ads saying, "Don't buy perfume, buy bonds." And in 1960, it tried a series of one-column ads in *The New Yorker* and fashion books, featuring the names of its various fragrances.

The forthcoming ads are the handiwork of Papert, Koenig, Lois, which was appointed to the account last May. #



TEASERS—*These two b&w ads in December issues of three magazines will introduce Faberge's first cosmetics—and mark Faberge's debut as a consistent national advertiser. "We couldn't decide which girl was more beautiful—so we are using both," the agency says.*

James V. O'Gara

Jarlath J. Graham

To Direct Ad Age Editorial Activities

James V. O'Gara, who joined ADVERTISING AGE as an associate editor in 1950, and who has been senior editor in charge of the New York office since Jan. 1, 1958, has been named executive editor, a new post, of the publication. He will continue to make his headquarters in New York and to supervise editorial operations in that office.

Jarlath J. Graham, who joined the ADVERTISING AGE editorial staff in 1950, and who has been managing editor since Jan. 1, 1954, will continue to direct editorial activities in Chicago.

Messrs. O'Gara and Graham, along with S. R. Bernstein, editorial director, will direct the fulltime AA editorial staff of 34 people in New York, Chicago, Washington, Detroit and Los Angeles offices, plus a worldwide network of correspondents and nearly a dozen columnists whose material appears regularly in the feature section.

Mr. O'Gara, who holds a B.S. and M.A. from New York University, served as a first lieutenant in Army Intelligence, and as associate editor of Religious News Service, New York, before joining ADVERTISING AGE in 1950. He is a member of the Fordham University faculty, teaching an evening course in non-fiction magazine writing.

Mr. Graham gained his first experience in advertising as a copywriter at Russell T. Gray Inc., joining the agency in the fall of 1946 following his discharge from the Army as a captain. He left Gray in 1947 to attend the University of Chicago. After graduation he attended the U. of C. law school for a short time and then joined AA as associate editor. He was named managing editor in 1954.

Marconi Appoints Agency

Marconi Electronic & Signal Corp., Cleveland, has named American Promotion Associates, Cleveland, to handle its advertising.

Dietrich Joins 'Show'

Steve Dietrich, formerly with *Living for Young Homemakers*, has joined the advertising staff of *Show*, New York.

$5,000,000 of Revlon Billings to Norman, Craig

NEW YORK, Nov. 9—Revlon Inc. today confirmed the transfer of "about $5,000,000 in billings" to Norman, Craig & Kummel from Warwick & Legler, effective in January (AA, Nov. 6).

Warwick, a Revlon agency since 1957, retains "about $2,000,000," the company said, while Grey Advertising will pick up Aquamarine lotion from Warwick, billing an estimated $100,000.

NC&K will handle lipstick, nail enamel, Living Curl, eye makeup, Touch & Glow, Satin Set and Bronze Luster. Warwick retains Silicare, Baby Silicare, Clean & Clear, Contempera makeup, Persuade, plus several unnamed new cosmetic products to be marketed later.

■ The Grey agency, with Revlon since February, 1960, handles Ultima makeup, Eterna 27, Top Brass, Moon Drops, Sun Bath, Hi and Dri, Color-Up, Love Pat, Intimate, Aquamarine fragrance, Revillon and Balmain perfumes, in addition to the newly-transferred Aquamarine lotion.

Norman, Craig & Kummel was first a Revlon agency from 1948 (when the agency was called William H. Weintraub & Co.) until 1956, when it had a falling out with the client. Earlier this year, it was named to handle Schick Inc., in which Revlon has operating control. With the latest appointments, it becomes Revlon's No. 1 agency. #

William Reede Returns to N. Y.

William Reede has returned to New York, following the closing of the *London American*, of which he was European manager for advertising and promotion. He has not announced his future plans.

Rivalry, Suburb Trend Lengthen Store Hours

Trend is Strongest in Suburban Centers, AA Survey Indicates

CHICAGO, Nov. 8—The same guy who forgot to tell discounters that retailers don't sell everything from food to appliances under one roof also forgot to tell them to shut their doors and go home once in a while.

As a result, discount stores not only compete with food stores and department stores on price, but also on hours. It is a rare discounter who is not open at least five nights a week and on Sundays.

To meet this competition, as well as competition within their own ranks, many grocery and department stores are lengthening their own hours, it was found in a major city survey by ADVERTISING AGE.

Generally, the central city stores are maintaining their usual hours, but flexibility increases among the branch operations located in suburban communities and in shopping centers.

■ In many instances, stores contacted by AA would not name competition by discounters as the leading cause for longer hours, but "meeting the needs of the community" can be interpreted as not wishing to lose business to a discounter which has the community flocking to his store nights and Sundays.

Food chains, AA found, adopted longer hours in many cities several years ago in competitive battles, and now are open nearly as many hours as the discounters who offer food.

City by city, this is the store hours situation:

New York

In New York, no one would say that discounters have affected store hours. Most food stores and department stores maintained that longer hours simply reflected changing buying patterns of their customers.

A&P, for instance, wouldn't comment on discounters. A company spokesman said the chain's hours are patterned on consumer buying trends in various communities. Grand Union, with 400 food stores in the area, pointed out that it set its shopping hours (open until 9 p.m. on Tuesday, Thursday and Friday) before the advent of the discount house.

Most food stores made the point that combined food and hard goods discounters aren't much of a threat because there simply aren't that many of them. Grand Union, which also operates 20 Grandway discount centers in five states, with hard goods and foods under the same roof, has added a separate buying and merchandising staff for its discount operation.

■ Hours of Grandway stores are 10 a.m. to 10 p.m., to accommodate the housewife who sees a color tv set, for example, while she's shopping for food during the day, then wants to come back at night with her husband.

New Yorkers are regarded as "late shoppers" by most food store people. "They don't think anything of eating dinner and going out to shop afterward," a supermarket executive said. Since increased labor rates, light bills and insurance costs are unavoidable parts of longer hours, food men point out, they've got to be sure their hours are geared to peak shopping periods and not just to possible new business stirred up by discounters.

■ Macy's and Gimbel's in New York lengthened their shopping hours to 9 p.m. three days a week in October. Macy's said it did so in recognition of the fact that a large percentage of big ticket items are family buying decisions made in the evening. Both stores decided to stay open until 9 on Friday, in addition to Monday and Thursday.

Gimbel's said it increased its hours "for the convenience of its customers." The store added that it hasn't determined yet whether the longer hours have resulted in

Home State Farm Paper Group Shifts Account to Meldrum

CLEVELAND, Nov. 10—Home State Farm Publications Inc. tomorrow will announce the appointment of Meldrum & Fewsmith here to handle its advertising. The program will include space, direct mail, sales promotion and sales presentation.

Meldrum & Fewsmith succeeds Bert S. Gittins Advertising, Milwaukee, on the account, which has estimated billings of $150,000.

The company, formerly Capper-Harman-Slocum, publishes *Ohio Farmer*, *Pennsylvania Farmer*, *Michigan Farmer* and titles in five other states.

Announcing the switch in agencies, James Milholland, president of Home State, said: "We have decided that Cleveland should be the headquarters for our advertising and sales promotion programs, as well as for our printing and publishing activities."

■ E. T. (Ted) Morris, board chairman of Meldrum, said that as a result of the acquisition of new accounts, including Owens-Illinois, added last week, the agency's 1962 billings should exceed $15,000,000—up $2,000,000 over this year's total. #

Baltimore Buick Group Names Doner

BALTIMORE, Nov. 8—The Buick Dealers of Greater Baltimore has moved its advertising account to W. B. Doner & Co.

The account includes the five Buick dealers in this area—Brooks-Price Buick; Brooks Buick; Rea Keech Buick; Miller Motors Buick; and Motor Sales Buick. The group was recently organized.

■ Doner's first effort for the dealers will be a saturation radio campaign, backed by taxi-backs.

This is the third new account for Doner in the last three weeks. The others are Bruning Paint Co., which formerly was handled by Newhoff-Blumberg Advertising, and D.W.G. Cigar Corp., Detroit, which returned to Doner's Detroit office after a three-year stay with Maxon Inc., Detroit (AA, Oct. 30).

Wood Named Ad Manager as Mangini Joins Burnett

Robert M. Wood has been appointed director of advertising and sales promotion of Commonwealth Shoe & Leather Co., Whitman, Mass., succeeding Victor P. Mangini, who resigned reportedly to join Leo Burnett Co., Chicago, as account executive on the Brown Shoe account. Mr. Wood, who joined Commonwealth in 1940, formerly was retail advertising manager of the Bostonian shoe sales division.

Store Hours . . .

an increase in business or just a switch in patronage from other times to Friday night.

Saks 34th stays open two nights a week until 9 p.m., but it hasn't ruled out staying open a third night.

Nighttime shopping hours are also viewed by Saks 34th as a stimulant to lure suburban shoppers back to the big city and restore some lost business.

Not too far from Macy's, Gimbel's and Saks 34th, is B. Altman & Co., and a couple of blocks further uptown is Lord & Taylor. Both stores have stuck to 9:30 to 5:30 hours.

Washington

There is not much sign of controversy in the Washington metropolitan area so far as store hours are concerned in either the department store or food fields.

The big food chains long ago stabilized at 9 a.m. till 9 p.m., six days a week. There are no night owl chain units, and no Sunday openings. One executive predicted it will stay that way, "unless someone new enters the scene and oversteps the line."

There has been a considerable amount of contention in this area over the enforcement of Sunday "blue laws" in various fields. At the moment, "blue laws" are being stringently enforced in the Virginia suburbs, and none of the big chains are very unhappy about it.

■ Each department store has its own operating pattern, and there isn't much change. Hecht Co., which operates downtown and in four big suburban units, stirred things up a bit by adding an hour at the suburban stores in August, to 9 p.m. five days a week, to accommodate the suburban shopper.

Sears is open until 9 p.m. three days a week. Woodward & Lothrop closes at 6 four nights a week, and at 9 p.m. (downtown), or 9:30 p.m. (suburban) Monday and Thursday. Landsburgh matches these hours downtown, but keeps its suburban stores open until 9:30 on Monday, Thursday, and Friday.

Discount chains have been expanding here, but they are no novelty to District of Columbia merchants. Fair trade never operated in the area, so discounters have been active for many years.

Cleveland

Cleveland department store hours make a slightly checkered pattern, but plain to see is this trend: Longer hours, more nights open, especially in the department store branches, to withstand the onslaught of the never-sleep discount houses and the untiring independent merchants in the outlying shopping centers and suburbs.

Major downtown stores have retained the cycles they adopted five or six years ago—open Monday

(Continued on Page 158)

FIVE ON FOUR—*Trans Caribbean broke this campaign last week for its new "5th engine" jet, a four engine jet plane with jet fans said to give it the power of an additional engine.*

Iberia Appointment Is W&L's Second in Field of Travel

NEW YORK, Nov. 8—With its appointment by Iberia Airlines, Warwick & Legler, long a package goods agency, believes it has found a promising advertising vein to tap.

The recent Iberia appointment represents further expansion into the travel field for the agency. The appointment is for tour promotion only. The rest of the Spanish account's billings remain with James C. Seix Co.

Iberia officials said the Warwick & Legler approach to the Trans Caribbean Airways account—which the agency landed in January—prompted the selection.

Using an unorthodox ad campaign, Trans Caribbean boosted travel to the West Indian island of Aruba from an average of 10 passengers per flight to 60, in a short period of time. The campaign eschewed enchanting scenery, bikini-clad girls and similar traditional travel advertising trappings.

■ In typical package goods agency fashion, ads appealed to individual needs and desires. In the latest series for Trans Caribbean, the emphasis is on the "5th engine jet," Warwick & Legler's way of describing four fan jets which are said to total up to the equivalent of a fifth jet.

Bernard Heller, agency vp and account supervisor, felt this series got away from "the usual advertising jargon," and the fifth engine concept "is not an advertising superlative in competition with every other abstract superlative." #

Post Appoints Nolden

Post division of General Foods Corp., Battle Creek, Mich., has appointed John F. Nolden product manager for Tang instant breakfast drink and instant Postum. He was formerly associate product manager for Kool-Pops with the Perkins-S.O.S. division in Chicago.

Young Named Ad Director

Arthur Young, formerly with Grayson Robinson Stores Inc., has joined Allied Impex Corp., New York, importer of photographic equipment, as advertising director.

Big. ●● AND STILL GROWING FASTEST IN ILLINOIS!
REMARKABLE ROCKFORD

● 1st In Illinois In ROP Retail Color

Homes, Homes, Homes! Hundreds of them! More this year than last! It seems ground is broken for new ones like these pictured above, every day in Remarkable Rockford! And home ownership here ranks with the highest in the nation with 75% of the homes owner occupied. (Printers Ink 1962 Guide to Marketing reports).

People building homes are people needing what you have to sell . . . reach them immediately in the . . .

ROCKFORD
MORNING STAR &
Register-Republic

In The Top 20 In Total Retail Sales

Greensboro Pumps Octane into Gasoline Sales

Hustling Greensboro is a market on the go—a must on any Gasoline advertising schedule pointed toward the NEW South. Last year Greensboro burned more gasoline than such primary markets as Baton Rouge and Shreveport; and tailed right behind Mobile and Chattanooga. A major sales factor: the Greensboro News & Record—the only medium with dominant coverage in the Greensboro Market and selling influence in over half of North Carolina. Over 100,000 circulation; over 400,000 readers.

Write on company letterhead for *"1961 Major U. S. Markets Analysis"* Brochure of all 300 Metropolitan Markets.

Greensboro—In the Top 20 Retail Markets of the South and in the Top 100 of the Nation.

Greensboro News and Record
GREENSBORO, NORTH CAROLINA

Represented Nationally by Jann & Kelley, Inc.

Is your advertising "getting through"?

Here's how advertising gets through in THIS WEEK Magazine

5,213,000*
men noted this ad

50% **of all the men in THIS WEEK's audience**

7,187,000*
women noted this ad

55% **of all the women in THIS WEEK's audience**

*more than twice the number produced by the same ad in a leading weekly magazine SOURCE: DANIEL STARCH & STAFF

Your advertising will be read by more people in THIS WEEK than in any other magazine

CIRCULATION MORE THAN 14,100,000

Vended Sales of Hot Foods, Non-Foods Soar

Possibilities Multiply as Vending Machines Grow More Versatile

CHICAGO, Nov. 7—Banks of gleaming vending machines, offering an almost endless number of ways and reasons for collecting coins and bills, were jammed into McCormick Place last week for the National Automatic Merchandising Assn. convention. But most of the talk on the floor centered around two topics—hot foods and non-foods.

These are the two areas seen to have the greatest growth potential for the vending industry, which estimates that about $2.75 billion worth of goods is slipping, sliding and sloshing out of some 4,000,000 vending machines throughout the country this year.

Automated feeding, principally in factories, offices, schools and hospitals, is an area in which more and more operators are becoming interested. In 1959, hot foods accounted for only about 1% of the industry's sales, but about 20% of the operators are now operating food commissaries as part of their business, according to *American Automatic Merchandiser*.

■ The development of new machines has helped spark the increased interest. Two major types are now in use—one is filled with food in the morning and heats it gradually; the other dispenses frozen meals, which must be manually inserted in a quick-cooking oven.

Machines which automatically move frozen foods into a fast-heat oven and then dispense the meal—all in a matter of seconds—will have to wait for the packaging industry to catch up. Attractive packaging of complete meals in materials which can withstand both temperature extremes is sorely needed.

■ Nonetheless, Thomas B. Donahue, president of the NAMA, and exec vp of Universal Match Corp., predicted that the number of automatic vending cafeterias will increase by possibly 30% next year. An estimated 3,000 vending cafeterias are now in operation, compared with none five years ago.

He also predicted a continuing trend of mergers among vending companies, and between vending and other food service organizations. Most suppliers of hot meals for the vending industry are local or regional companies, but General Foods has announced it is developing a line of frozen meals to be used in vending machines.

■ Mr. Donahue said smaller plants, with no food service at all available right now—are prime targets for vend feeding. Hospitals and other institutions where 24-hour service is needed are also likely vend locations, because of the high cost of maintaining a manually operated cafeteria around the clock.

The other area of expansion for vending machines—non-foods—has been aided by increasing versatility being built into the machines.

■ Vendo Co., Kansas City, invited representatives from many of the biggest consumer products companies to view its new automatic rack merchandiser at the NAMA show. Products attached to cards are dispensed from automatic dispensing rods, which allow the customer to slide the product off the rod after the money is deposited. In a test operation in a Kansas City motel, items ranging from toiletries to pocket books and toys were sold through the machine. Vendo is also showing the machine to rack merchandisers and executives of drug and discount chains, with a view toward getting the machines in locations where the items are now sold off conventional racks or over the counter.

■ Automation of retailing will in

(Continued on Page 161)

TWO FROM VENDO—*Two of the new pieces of equipment introduced by Vendo Co. at the National Automatic Merchandising Assn. convention are the automatic rack merchandiser and equipment for an automated grocery store.*

BARRON'S
35 CENTS National Business and Financial Weekly OCTOBER 2, 1961

PUT YOUR CORPORATE IMAGE
IN THE BEST FRAME OF REFERENCE!

Start with this vital fact: people who read Barron's are looking for information on long-range business and industrial trends. Some use what they find in Barron's as a guide to make their personal substantial investments more profitable. And professional money-men also use it to advise their clients in investing most wisely.

Because Barron's readers primarily are concerned with corporate activities, your company's aims, accomplishments, and progress are of immediate and intense interest to each and every one of them. They approach your advertisement in a receptive mood and with a perceptive eye. What other group so large, looking at your corporate image so closely . . . has such power to alter or reinforce the image so many others may have of you?

Advertise to Barron's 150,000 managers of investment dollars, and you have taken a major step toward influencing most of America's 15,000,000 individual shareholders. It's as simple as this: Barron's moves the minds that mind the money . . . *and their interest in your company is second only to your own.*

NEW YORK 50 Broadway | CHICOPEE FALLS, MASS. 200 Burnett Rd. | PHILADELPHIA 1528 Walnut St. | CHICAGO 711 W. Monroe St. | CLEVELAND 1325 Lakeside Ave. | LOS ANGELES 2999 W. 6th St.

Have You Seen Barron's New Format?

EXCLUSIVE

★★★★THE FIRST FULL STORY OF PRESIDENT KENNEDY'S WAR ADVEN-TURES★★★

This week, The Saturday Evening Post makes publishing history. It brings you the heroic account of Lt. John Kennedy at war. A gripping story that's been authenticated by the President himself. ■ To get this exclusive report, writer Robert J. Donovan traveled halfway around the world. He visited the South Pacific islands where the grim drama took place. He got eyewitness reports from every surviving member of the Kennedy crew. He interviewed the commander of the Japanese destroyer that sank Kennedy's PT boat and he even located the Melanesian native who first spotted the shipwrecked men. ■ This is a story of heroism, humor and heartbreak. After Kennedy's PT boat was rammed to the bottom, he kept up his men's morale in the nightmare swim across enemy waters. Using his teeth, he towed a badly burned shipmate to safety and helped his men—given up for dead—struggle to survival on a waterless island. ■ Read "PT-109: The Adventure That Made A President"* in this week's Post and see the thrilling pictures taken on the spot by a team of Post photographers.

A CURTIS MAGAZINE

*PUBLISHED IN BOOK FORM BY McGRAW-HILL

L.A. Auto Dealer Hits GM in Civil Anti-Trust Action

LOS ANGELES, Nov. 7—The first court action in what may become a wave of civil suits against General Motors Corp. was filed here yesterday by a former discount house broker in new cars.

Robert Chico, who identified himself as a used car dealer who formerly worked as an auto discounter, filed a civil action in federal court here requesting triple damages of more than $3,000,000 from General Motors Corp. and ten other defendants.

The Chico suit follows a federal grand jury indictment last month which charged the auto maker, several Chevrolet executives, and various local dealers with criminal restraint of trade in conspiring to prevent the sale of new Chevys to discount houses (AA, Oct. 16, Nov. 6).

The civil action filed yesterday used virtually the same language contained in the federal indictment and is directed against the same defendants. It also names other individual dealers not named in the government indictment.

Both the civil action and the federal indictment grew out of alleged pressure brought by the factory against local dealers to prevent sale of new cars to discount houses or referral services. #

Transfilm Names Huston

William E. Huston has been named to the new post of vp in charge of sales for Transfilm-Caravel, New York, tv film producer. Previously Transfilm's vp in charge of tv commercial sales, Mr. Huston now will head all the company's sales activities, including industrial films and business shows, as well as commercials.

SRDS Launches French Rate & Data Service

France's first complete media data service began in November with publication of *Tarif Media*, patterned on its American counterparts, Standard Rate & Data Service directories. The new directory, financed jointly by SRDS and British Rate & Data, is published in Paris under French management, listing all French media, including newspapers, magazines, radio-tv, motion pictures, exhibits, outdoor and transit advertising.

A second SRDS directory, *Media Daten*, will begin publication in Frankfurt/Main, West Germany, in January. Both publications will be issued six times yearly in the language of the country of issue.

Pesin Joins Sulray

Lawrence Pesin, formerly with Thayer Laboratories division of Revlon Inc., has joined Sulray Inc., Tuckahoes, N. Y., drug marketer, as product marketing manager.

SANTA ON WHEELS—*Lanvin will again use this Christmas display, which won awards in 1960, for the 1961 season to promote its fragrances—Arpege, My Sin, Scandal, Pretexte and Rumeur. A battery operated bicycle gives Santa the appearance of riding above the roof tops of Paris.*

LOCAL ADVERTISERS KNOW HOW TO MAKE FASHION FIGURES ADD UP... TO PROFITS!

What medium moves more merchandise in the New York market? No one knows better than those who sell fashion in America's fashion capital. Year after year, New York stores award the World-Telegram more women's fashion linage* than any other New York weekday newspaper, morning or evening. You'll sell more New Yorkers in the World-Telegram . . . New York's Quality Evening Newspaper. It's the one local merchants rely on, because it gets home to responsive families . . . gets read, gets action, gets results! And everything about it adds up—to customers!

*George Neustadt

New York World-Telegram

NEW YORK'S QUALITY EVENING NEWSPAPER

Scripps-Howard General Advertising Offices:
230 Park Avenue, New York City • Chicago • San Francisco
Detroit • Cincinnati • Philadelphia • Dallas • Los Angeles

Chicago Copy Club Honors Perz, Wright, Dickens, Winkless

CHICAGO, Nov. 8—Rudy Perz, tv copy supervisor of Leo Burnett Co., was named copywriter of the year at the Chicago Copywriters Club's fifth annual spotlight dinner here last night.

Rudy Perz

Mr. Perz's entries consisted of four tv commercials for Kellogg cereals and a tv commercial for Allstate Insurance Co. Prior to his affiliation with Burnett two and a half years ago, Mr. Perz was a copywriter with J. Walter Thompson Co.

Nelson Winkless Jr., of Leo Burnett Co., won honors for the tv commercial of the year with a Franco-American spaghetti spot.

Don Dickens, of Needham, Louis & Brorby, won the magazine ad of the year award for his four-color Kraft ad for raspberry jelly and preserves.

The newspaper ad of the year award went to Royce Wright, of Young & Rubicam, for his ad for Armour & Co., headlined, "Why one of the most expensive hams you can buy is actually the most sensible ham to serve."

■ The club also presented eight Golden 30 awards, from 112 entries.

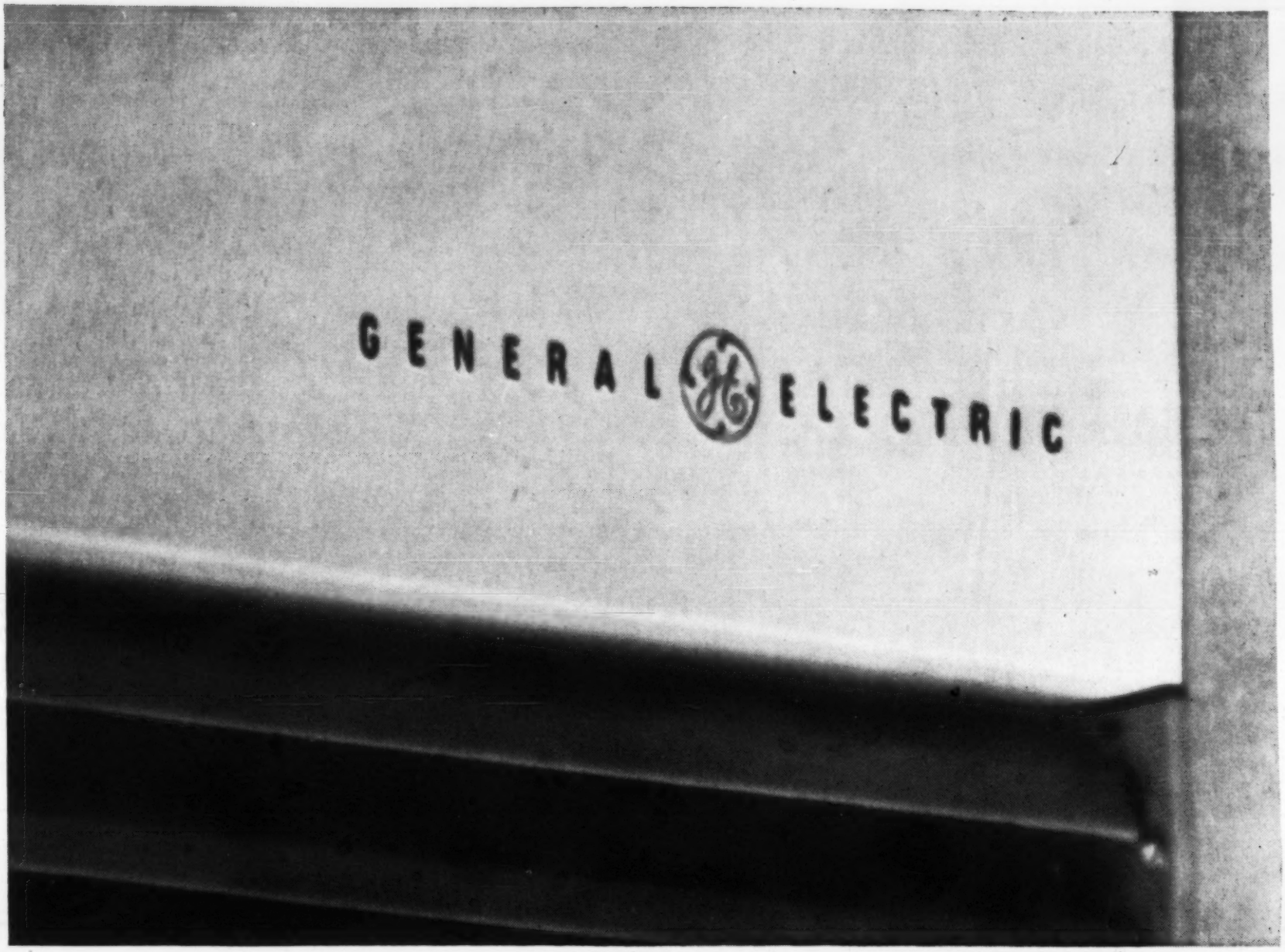
To qualify for the Golden 30 award, contestants must receive a total of 30 points, out of a maximum 45 points, for their five entries.

In addition to their other awards, Messrs. Perz, Winkless and Dickens were named Golden 30 award winners. Other Golden 30 winners were Jack Baxter, president of Creative House (for the fifth consecutive year); Ted LeMaire, Campbell-Mithun; Carl Hixon, Leo Burnett Co.; and William Melhorn and Harry Hunter of Abbott Laboratories. #

Mary Carter to Appeal FTC Examiner's Ruling

Mary Carter Paint Co., Tampa, will appeal a Federal Trade Commission hearing examiner's initial decision against the company's "buy one, get one free" paint offer *(see story on Page 32)*.

While the appeal is pending, the company will continue advertising its offer of a free can of paint with every can sold, according to I. G. Davis Jr., Mary Carter president. The company operates through more than 700 franchised stores throughout the country.



G. E. Air Conditioning found that Newsweek, among the newsweeklies, reaches its customers and prospects most efficiently!

G.E.'s Central Air Conditioning Department, in cooperation with Newsweek, conducted a marketing and readership study among its commercial and industrial customers and prospects. The results shown here confirm what many other companies have learned: that Newsweek provides the most efficient route to important customers.

	% coverage Base: 606	*Cost per mention**
Newsweek	29.9	$46.38
U.S. News & World Report	17.2	$64.62
Time	28.3	$89.85

**Based on "Readers within the last two weeks" and 1962 Black & White page rates.*

by industry's own measurements . . . the most efficient newsweekly

Lever's Fluoride Pepsodent Bows via Canada Drive

TORONTO, Nov. 10—Lever Bros. launched Pepsodent Fluoride, a stannous fluoride dentifrice, coast-to-coast in Canada Nov. 6.

The new dentifrice, handled by Foote, Cone & Belding, Toronto, is Lever's answer to Procter & Gamble's Crest. It is expected to be launched in the U.S. later.

Lever sallied into the U.S. fluoride dentifrice field last month when it introduced Stripe with tyrothricin replacing hexachlorophene in two markets. Last week it also began testing a stannous fluoride Stripe in the Boston market and a tyrothricin-formula Stripe in Richmond and Wichita (AA, Nov. 6). J. Walter Thompson Co. handles the U.S. account.

The Canadian introduction, despite reports in some trade journals, is not considered a test—partly because of the difference in professional views of Crest in the two countries.

■ Crest has been unable to use the American Dental Assn. endorsement in Canada, and the Canadian Dental Assn. refuses to go on record publicly in behalf of the product.

The Canadian dentifrice market, therefore, cannot duplicate U.S. conditions, and the product's success here is no guarantee of its performance south of the border.

A recent survey here shows Colgate first, Pepsodent second and Crest third. The fluoride version will be marketed along with regular Pepsodent.

Radio spots, which started Nov. 6, will be the prime medium. It was radio and the "yellow" theme that established Pepsodent in Canada a few years back. In addition, Pepsodent Fluoride this week co-sponsored a Nat (King) Cole CBC-TV special Nov. 7, and broke three-color ads in major newspapers across the country.

■ Budget figures were unobtainable, but the campaign is thought to be Lever's biggest Canadian push for some years. #

Schenley Offers $3 Bill as Incentive

NEW YORK, Nov. 9—Schenley Distillers Co. will help merchandisers earn a quick buck with a merchandising drive now being launched in all markets on two brands handled by Doyle Dane Bernbach, Schenley Reserve and Ancient Age.

As an incentive for the drive, which will continue to Thanksgiving, Schenley will award one of the large, old-fashioned dollar bills that went out of circulation 25 years ago, as a prize to the top merchandiser in each region.

"This big buck is worth $3 today," said Harry J. Greenwald, Schenley Distillers' exec vp and general sales manager. "We are awarding this $3 bill to prove one thing: Value increases with age."

The merchandising promotion will be one of the heaviest things Schenley has done so far in its promised multi-million-dollar push for the aged whiskies program. There has been little in the way of advertising since its launching last summer. "Now we are going to carry this program to the consumer," said Mr. Greenwald. #

Motta Resigns from 'Temas'

Charles Motta has resigned as advertising manager of *Temas*, New York, Spanish language magazine.

'American Weekly' Sets New Ad Rates, Trims Sales Staff

NEW YORK, Nov. 9—New advertising rates for the revised national and regional editions of the *American Weekly* were disclosed this week, as the supplement did some more staff-whittling and prepared to "consolidate" its selling function at Hearst Advertising Service.

On the personnel side, the weekly trimmed "some clerks, stenographers and four salesmen whose work was duplicated" from its payroll last Friday, thereby leaving a four-man sales crew. By next week, sales and the administrative arm, including Publisher Edwin C. Kennedy, are expected to move to 410 Park Ave., where Hearst Advertising is housed. The accounting department reportedly will remain at 575 Lexington Ave., while the *American Weekly* editorial contingent transfers to 235 E. 45th St., home of Hearst's King Features Syndicate.

The moves, termed by Mr. Kennedy a "consolidation to command a greater sales force," followed a recent integration of the sales function of another Hearst entity, *Puck—the Comic Weekly*, into Hearst Advertising. *American Weekly* announced last week that its advertising department would operate as a Hearst Advertising division.

■ Rate-wise, new figures for the *American Weekly* are a result of a pullout by Hearst of 21 of the 31 newspapers which currently distribute the supplement. Effective Jan. 7, 1962, the weekly will appear only in the nine Hearst Sunday newspapers, plus *Chicago's American*, owned by Tribune Publishing Co.

Here's the old-versus-new picture:

• **National edition**—The onetime page rates for the 10 papers will be $12,600 for b&w and $16,100 for four-color. The current national edition, with the 31 papers, costs $24,670 for a b&w page and $31,465 for four-color.

• **Eastern edition**—This now consists of 20 newspapers, which have been sold packaged with a Texas edition of six papers. As of Jan. 7, the Texas unit will be scrapped, and the new eastern edition will include the *Albany Times-Union, Baltimore American, Boston Advertiser, Chicago's American, Milwaukee Sentinel, New York Journal-American* and *San Antonio Light*.

Eastern rates will be $8,525 for a b&w page and $10,875 for a four-color page. The old eastern edition's rates have been $20,035 for a b&w page, and $25,560 for a four-color page. The Texas group, if bought alone, has cost $3,175 per b&w page and $4,035 in four-color.

• **Atlantic edition**—This is a new *American Weekly* regional sell. It includes four of the old eastern group's papers: *Times-Union, Baltimore American, Boston Advertiser*, and *New York Journal-American*. Page figures are $5,490 for b&w and $7,000 for four-color.

• **Pacific edition**—Three Hearst newspapers, out of a current list of five, will remain: *Los Angeles Examiner, San Francisco Examiner*, and *Seattle Post-Intelligencer*. Advertisers will pay $4,980 for a b&w page and $6,350 for a four-color page, whereas the five-paper group that runs through Dec. 31 costs $6,315 for a b&w page and $8,665 for four-color. #

Broadcast Clearing Moves

Broadcast Clearing House, spot radio-tv central billing company, has moved its New York office to larger quarters at 50 Rockefeller Plaza.

BIG BOTTLE—*Stroh Brewery Co. used this two-color newspaper ad to announce the arrival in Detroit of Stroh's 16oz. bottle. Stroh's joins E&B and Goebel as local bottlers of 16oz. packages. Zimmer, Keller & Calvert is the Stroh agency.*

BPA Awards Honor Radio, TV Stations' On-Air Promotions

NEW YORK, Nov. 7—An innovation at this year's seminar of Broadcasters' Promotion Assn. was the presentation of the first annual awards for outstanding on-the-air promotion announcements.

The merit awards were set up to stimulate "the most creative use of broadcasting's own facilities to advance the media . . . and to promote and recognize imagination, ingenuity and creativity of individual stations." Three categories were covered for radio and tv—station image, special events and programs, and personalities and programs:

Tv station image: KTRK-TV, Houston, (Lila Gordon); KHOU-TV, Houston (R. Calvin Jones). Honorable mentions: WJRT-TV, Flint, Mich. (D. E. Logan Jr.); WSM-TV, Nashville (Chuck Olson); KCMO-TV, Kansas City (F. C. Strawn); KDKA-TV, Pittsburgh (Dave Lewis); WBNS-TV, Columbus (James M. Shumaker) and KMTV, Omaha (Galen K. Lillethorup).

Tv special events and programs: WFGA-TV, Jacksonville (Bruce Lawrence); KREM-TV, Spokane (Wyona Fulton). Honorable mention: WCKT, Miami (Don Fischer).

Tv personalities and programs: KTVU, Oakland, (Joe Constantino) two merit awards; KFMB-TV, San Diego (George Stantis). Honorable mentions: WJBK-TV, Detroit (Donn Shelton); KYW-TV, Cleveland (Gene Godt).

Radio station image: WANE, Fort Wayne (Doug Shull); KBOX, Dallas (Ruth Just). Honorable mentions: CKUL, Verdun, Que. (Sidney Diamond); WJBK, Detroit (Sam Somora); WHAS, Louisville (Bill Loader).

Special events and programs: KSFO, San Francisco (Allan Newman); WLW-I, Indianapolis (Charles Rogers). Honorable mentions: WLS, Chicago (Don Stewart); WHAS, Louisville (Bill Loader).

WLW-I, a tv station, was honored in the radio category for its effective use of radio as a promotion vehicle.

Personalities and programs: KCBS, San Francisco (Robert B. Harris); KNX, Hollywood (Arthur Wittum). Honorable mentions: WJAS, Pittsburgh (Richard S. Stafford); KRLD, Dallas (J. W. Axtell).

■ A highlight of the sixth annual seminar was the screening of the winning awards before a packed house. #

Cyanamid Offers Booklet

American Cyanamid Co., Wallingford, Conn., will offer a 28-page booklet, "Amy Vanderbilt's Guide to Table Manners," in its commercials for Melmac dinnerware on "Eyewitness," on CBS-TV, effective Nov. 17. The booklet covers such topics as manners, gracious food service, conversation, tips for the thoughtful hosts and will include illustrations of imaginative table settings.

Chalek & Dreyer Moves

Chalek & Dreyer has moved to 850 Third Ave., New York.

Clem Whitaker, 62, Veteran of Medical PR Battles, Is Dead

SAN FRANCISCO, Nov. 7—Clem Whitaker Sr., 62, died Nov. 3 at the University of California Medical Center of a respiratory ailment.

Mr. Whitaker and his wife, Leone Baxter Whitaker, were the internationally known team of San Francisco publicists, Whitaker & Baxter, who are credited with having helped make political campaigning both a business and an art.

They handled 85 national and state political campaigns and managed the $4,700,000 American Medical Assn.'s successful campaign against a health insurance plan proposed by former President Truman. The AMA campaign took more than four years and Whitaker & Baxter's fee for the job was $400,000.

Mr. Whitaker was born in Tempe, Ariz., but was reared in Sacramento and educated at the University of California in Davis. Following several years' newspaper work after World War I, Mr. Whitaker established a political news bureau in Sacramento.

■ In 1930 he sold this operation and, after a chance meeting with a young widow, Mrs. Leone Smith Baxter, organized Campaigns Inc., as a professional campaign management firm.

Three years ago, in poor health, Whitaker and his wife sold their campaign organization and an allied ad agency to their son, Clem Jr., and James Dorais and Newton Stearns. They later established Whitaker & Baxter International, with offices in a penthouse atop the Hotel Fairmont where they operated as national and international consultants in political and economic pr.

JOHN KEMP

LOS ANGELES, Nov. 7—John Kemp, 76, who operated an advertising agency here for the past ten years under his own name, died Oct. 27, presumably of a heart attack.

Mr. Kemp was active in numerous West Coast advertising and professional organizations, and served a term as president of the Advertising Assn. of the West.

He also was associated with the ad clubs of Hollywood, Los Angeles, Long Beach and Orange County. Following his death, the Hollywood group announced it would establish a scholarship in Mr. Kemp's memory.

HARVEY O. HIGGINS

MONTREAL, Nov. 7—Harvey O. Higgins, 62, a *Montreal Star* editor, Montreal correspondent for ADVERTISING AGE since 1958, died Nov. 5.

After serving overseas with the Canadian army in World War I, he became a reporter with the *Expositor*, Brantford, Ont., and later moved to the *Ottawa Journal* and to the *Border City* (now Windsor, Ont.) *Star*. In 1929 he joined the editorial staff of the *Montreal Star*, where he moved to the desk and later was appointed assistant news editor. He was handling feature and travel pages at the time of his death.

JAY HOWARD COX

SPRINGFIELD, MASS., Nov. 7—Jay Howard Cox, 50, art director of Remington Advertising, Springfield agency, died of a heart attack Nov. 5. Mr. Cox worked in New York as a creative artist, specializing in advertising layout design, before coming here in 1955.

McGraw-Hill Moves in St. Louis

McGraw-Hill Publishing Co. has moved its St. Louis office to Clayton Tower, 7751 Carondelet.

McGraw-Hill Sees '62 Plant Outlay at $35.8 Billion

NEW YORK, Nov. 10—McGraw-Hill's annual survey of capital spending plans—reported in the current issue of *Business Week*—indicates that business plans to spend $35.84 billion on new plant and equipment next year. This will be 4% more than it invested this year.

Douglas Greenwald, manager of economic services, said that if present plans are carried out, 1962 will be the second highest year on record, surpassed only by the $36.96 billion of 1957.

For 1963, industry's preliminary plans total $34.49 billion, slightly higher than the $34.46 billion being spent in 1961.

Manufacturers plan to spend $14.6 billion on new plant and equipment next year, 7% more than in 1961. Except for electrical machinery and chemicals, all major industries plan to hike their investments.

■ Highest percentage increase planned by an industry is in fabricated metals and instruments, where the projected investment is $1.02 billion, 18% more than the $900,000,000 allotted this year. So far, 1963 plans call for investments of just under $1 billion.

Largest single investment by any single group of manufacturers will once again be made by the petroleum industry. This time last year, forecasts were that it would spend $2.85 billion in 1961, but actual investments were $2.78 billion, McGraw-Hill now reports. For 1962, spending plans call for some $3.06 billion, about 10% more than this year, while the industry already plans to spend $2.94 billion in 1963.

Even though the auto industry has adequate capacity, it plans spending 3% more next year ($700,000,000 as against $680,000,000 this year).

■ Food and beverage companies indicate they plan to hit the $1 billion mark for the first time with $1.04 billion. This level of investment will place the industry in the big league with chemicals, steel and machinery.

Chemicals have spent over $1 billion every year since 1951. This year, the chemical industry will invest $1.62 billion, about 2% less than last year. Steel will be 'way up with a 15% hike, from last year's $1.16 billion to $1.33 billion. Machinery will be up 6% to $1.17 billion.

Sales expectations generally are considerably higher than this year, with an average 7% forecast. Petroleum, though the biggest investor, expects the smallest sales increase (2%). #

Hornsleth Named Publisher of Merged 'H&G'-'Living'

Poul Hornsleth, formerly business manager of *House & Garden*, has been appointed publisher of *House & Garden Incorporating Living*. The new publication, starting with the January, 1962, issue, is a combination of *House & Garden* and *Living for Young Homemakers*, both published by Conde Nast Publications.

Poul Hornsleth

Mr. Hornsleth was general manager of Vogue Pattern Service prior to being named business manager of *House & Garden*.

Strikingly handsome, studiously aloof, Hubert de Givenchy of Paris has become —at 34—spectacularly famous as a designer of clothes for famous women. The current LOOK penetrates the "chiffon curtain" veiling him from publicity. In an exclusive report, Fashion Editor Jane Stark reveals the talent that led Audrey Hepburn to say: "More than a dressmaker, he's a personality maker."

LOOK

LOOK talks of fashion in terms of people: the makers, the sellers, the wearers. For it is in the exciting story of people that fashion finds ultimate expression.

Matson to Push Ships as Resorts, Not Just Transport

SAN FRANCISCO, Nov. 8—A new passenger division alignment has been completed by Matson Navigation Co. here as the prelude to launching a "vigorous, all-out" 1962 sales campaign for the Hawaii and South Pacific passenger ship services.

The company's advertising and sales operations for these services, which formerly functioned separately, have been consolidated and the pr staff incorporated into the passenger division to establish a new passenger ship publicity section.

"All of our efforts," explained Walter Sternberg, Matson passenger division vp, "will be aimed at establishing a fresh concept of the four Matson passenger liners, particularly the Lurline and Matsonia, in California-Hawaii service, as resort destinations in themselves rather than simply as sea transportation."

■ Mr. Sternberg announced that Matson has retained Dickie-Raymond Inc., nationally known direct mail firm, to handle direct mail promotion in support of the accelerated sales program for 1962.

Matson earlier announced appointment of a new ad agency, Dancer-Fitzgerald-Sample, to take over the account at the end of the year (AA, Oct. 30).

William E. Gleason, former sales manager for the South Pacific service, has been named general sales manager for the combined services, and M. D. Vail, former Hawaii service sales manager, has been named to a newly created position of general manager, passenger services.

■ T. D. Eliot, assistant vp, passenger division, will head the newly established traffic and reservations section and James Furlong, former manager of marketing analysis, will head the marketing research section.

John Pincetich, assistant to the president, will serve as director of advertising and publicity in addition to his corporate public relations duties.

L. A. Kimball, former sales promotion coordinator, has been named advertising manager and Charles Regal, former pr manager, will become publicity manager. #

'Metronome' Runs Down in December

NEW YORK, Nov. 7—*Metronome* will tick its last beat with the December issue.

The 91-year-old monthly for jazz addicts and tunesmiths, running in the red "for about six years," is down about 50% in advertising revenues for 1961 versus 1960. It "never did make any money—but, intermittently, it showed signs of making the grade," Robert Asen, publisher, said.

He blamed the magazine's demise primarily on "poor organization and management." Mr. Asen is co-owner of *Metronome* along with Milton Lichtenstein, the magazine's president, who also is Mr. Asen's partner in RMC Associates, a Manhattan electronics equipment distributor.

■ The two bought *Metronome* in March, 1960, from Ned Bitner. According to Mr. Asen, the book had been in the Bitner family for "more than 20 years," and was "on the verge of bankruptcy."

The publication is "still looking for a buyer," Mr. Asen reported. #

D. R. (Spec) Collins Leaves Agency; Will Write, Paint, Consult

CHICAGO, Nov. 8—D. R. (Spec) Collins, who says he is one of few people lucky enough to have been doing since college just what, in college days, he hoped to do, has retired from his vice-presidency of Marsteller Inc. to write, paint and consult.

D. R. (Spec) Collins

Mr. Collins, a specialist in agricultural advertising for nearly 25 years, has been a vp and supervisor on all agricultural accounts at Marsteller for the past eight years. Before that he was a vp, specializing in farm advertising, at Aubrey, Finlay, Marley & Hodgson. He also was an executive with the now-defunct Mitchell-Faust agency from 1944 to 1949 and was with Buchen Co. from 1937 to 1944.

Born and reared on an Iowa farm, he is an animal husbandry graduate of Iowa State University, at Ames. At the time, the university offered no advertising major, but Spec took as many journalism courses as his schedule would allow. Also a painter and artist, he helped work his way through the last two years at college by doing illustrations for the botany and zoology departments.

■ Mr. Collins, who has worked to advance the profession of agricultural advertising, sums up his philosophy:

"Like the Music Man—you've got to know the territory. Manure on your shoes; tramping barnyards and feedlots all over America; visiting dealers' stores; traveling with salesmen. Good farm advertising is written in the field. Every ad should be written so that the salesmen can use it to help make sales."

Among his notable accomplishments in his profession are the Chicago Area Agricultural Advertising Assn. and the annual Farmarketing seminar here. Along with several other advertising executives, Mr. Collins founded and organized the CAAA in 1957, and he was its president for the first two years. The Farmarketing seminar was first held in 1960.

Spec also has worked to promote the timing of farm advertising and the study of the readership and use of farm media to reach the farm audience, and has published articles on farmers' reading habits, buying habits, how to time farm advertising for impact and how to "mix" farm media.

■ After he and his wife move to their new home—on a hilltop in Decorah, Ia.—he plans to devote a lot of time to writing. He has a list of 56 stories to do on farm marketing and farm advertising. His thesis at Iowa State dealt with a survey of farm publications and the effect of advertising in them on farmers. He said, "It's still good today," and he hopes to work with Iowa State on developing it for current use.

And his pet project is a series of paintings he wants to complete on barns of rural America. #

Nicholas Royds Scouts U.S.

Nicholas Royds, joint managing director of G. S. Royds Ltd., London agency, has returned to London following a two-week visit in the U.S. "getting the feel of the uncommitted agencies." Mr. Royds said he held discussions with about half a dozen U.S. agencies and expects to return in April for further talks.

FOUR WINNERS—*Seven of the 36 first prize winners in the second annual merchandising awards contest of the Point-of-Purchase Advertising Institute went to brewers. Four winners shown here are from Old Milwaukee (both for animation unlighted and indoor signs), Miller Brewing (indoor plastic signs), and Falstaff Brewing (outdoor metal signs).*

Radio Revenues Rise 6.7% in '60; Profits Up 8.3%: FCC

(Continued from Page 1)

amount retained by networks from network operations rose fractionally to $26,900,000, while the owned stations had $35,200,000 in time sales, up 2.4%. After allowing for commissions, networks retained $22,100,000 from sale of network time in 1960, compared with $21,800,000 in 1959.

FCC figures show that 3,300 stations, including the 19 network stations, received $8,001,000 from sale of time for network programs, $202,102,000 from national and regional spot advertisers, and $385,346,000 from local advertisers.

The stations paid a total of $62,070,000 in commissions to agencies and representatives, while networks paid $4,817,000.

FCC's figures showed that the combined earnings of radio-tv broadcasters reached $290,000,000, up 9.6%. Previously released figures pegged tv's contribution at $244,100,000, up 9.8% (AA, Sept. 4). Combined revenues of radio-tv were $1,866,300,000, up 8.3%. The previously released tv revenue figure for 1960 was $1,268,600,000, a 9% increase.

■ The 1,318 stations located in standard metropolitan areas accounted for 75% of the revenue from time for network programs, nearly 90% of the national and regional spot and almost two-thirds of the revenue from local advertising. The 1,982 stations outside the metropolitan areas subsisted on the remainder.

FCC's tables show that the metropolitan area stations got $6,000,000 from network time, $177,600,000 from national and regional spot and $242,000,000 from local advertising. Non-metropolitan stations got $2,100,000 from time for network programs, $24,700,000 from national and regional spot, and $143,300,000 from local advertisers.

10 Top Spot Radio Markets

(000 Omitted)

Market (No. of Stations)	
New York (30)	$26,613
Chicago (24)	12,374
Los Angeles (29)	9,241
Philadelphia (20)	6,924
Detroit (11)	6,770
Boston (17)	5,215
San Francisco (18)	5,113
St. Louis (14)	3,744
Cleveland (9)	3,438
Washington (17)	3,420

10 Top Local Radio Markets

(000 Omitted)

Market (No. of Stations)	
Los Angeles (29)	$13,230
New York (30)	11,826
Chicago (24)	11,360
Philadelphia (20)	6,447
Detroit (11)	5,693
San Francisco (18)	5,679
Washington (17)	5,007
Boston (17)	4,962
St. Louis (14)	4,243
Baltimore (15)	3,911

FDA Says Promotion Mislabels Century Food Supplement

The Food & Drug Administration has contended that a mineral food supplement became "misbranded" as a result of a tie-in promotion with "Eat, Drink & Be Merry," a book by nutritionist broadcaster Carleton Fredericks.

Although FDA did not attribute the display to any premeditated plan involving Mr. Fredericks, it said the action of Century Food Corp., Varba, Ill., in using the Fredericks book as "labeling" for the vitamin mineral food supplement caused the product to be "grossly mislabeled."

Kameny Changes Mind, Drops Ford Campaign

Seymour Kameny, chairman of Kameny Associates, New York, has "shelved rather than scrapped" the Ford Thunderbird outdoor campaign he planned to break last week (AA, Nov. 6). He had originally said he would run posters offering to exchange his car for its weight in lemons, but after hearing from Ford decided to delay the campaign. Mr. Kameny failed to tell AA about the cancelation.

Where Networks Get Their Income

Advertising Age Compilation from FCC Reports

(Millions of Dollars)

	Four Major Radio Networks				Three Television Networks			
	Network Operations		Network Owned Stations		Network Operations		Network Owned Stations	
	1960	1959	1960	1959	1960	1959	1960	1959
Time Sales								
Network Time	26.9	26.7	0.7	0.8	306.9	287.8	29.9	30.5
Nat'l, Reg'l Spot	—	—	23.8	23.0	—	—	100.3	92.6
Local	—	—	10.7	10.6	—	—	30.8	27.3
Profit (or loss) Before Taxes	(6.9)	(9.9)	(3.9)	(5.4)	33.6	32.0	61.6	55.9

Help Retailer Sell, Popai Clinic Urged

CHICAGO, Nov. 8—Ask not what the retailer can do for you, but what you can do for the retailer.

This, in effect, was the key bit of advice given out at a clinic on food stores and supermarkets at the 15th annual symposium and exhibit of the Point-of-Purchase Advertising Institute.

Next most important point, the clinic agreed, was to integrate point of purchase material with the national advertising effort.

Daniel Caust, national sales promotion manager for carbonated beverages of Canada Dry Corp., New York, told the Popai session that a "quick 'n cool meals" promotion last summer was well received by retailers because it tied in Canada Dry sales with other food items in the store.

Mr. Caust, who reported that Canada Dry spends about $1,000,000 annually for point of purchase advertising, said the promotion was termed by some as "the most colorful and original seen in the trade this summer."

■ "Point of purchase should be created with the retailer in mind," said Robert L. Reck, assistant to the general manager of the grocery products division of General Mills.

He also warned producers that point of purchase must produce a profit for the user. "Other media are trying for these ad dollars," he said, "and competition is growing."

On display at the Popai exhibit were the first prize winners in 36 display categories. Special merit awards went to 56 entries. #

Quaker's Jemima Franchise Operation Working on Griddle

CHICAGO, Nov. 8—Quaker Oats Co. and Aunt Jemima are going into the restaurant business in a big way.

Quaker Oats has established an Aunt Jemima Kitchen franchise operation, in which it leases the Aunt Jemima trade name to restaurant operators.

At the present time, there are two Aunt Jemima Kitchens in operation. One, in Disneyland, is owned and operated by Quaker; the other, in Skokie, Ill., is owned by an independent business man.

Two other Aunt Jemima Kitchens currently are under construction—one in Wyoming, Mich., near Grand Rapids, and the other in Newington, Conn., near Hartford. Both will be opened next spring.

■ In addition, Quaker has issued an area franchise for the states of New York, Pennsylvania, New Jersey, Massachusetts and Connecticut to Pancake Kitchens, Hartford, for 11 restaurants to be constructed in the near future.

Quaker charges licensees a fee of $7,500, and furnishes them with a management manual, an operational manual and complete working drawings for the building. The licensee must provide the building, which is designed to look like an old Southern mansion.

The restaurants feature many varieties of pancakes, made from, as one might suspect, Aunt Jemima pancake mixes. In addition, such other food items as ham, bacon, eggs, fruit salad and ground beef are sold.

■ Quaker will receive strong merchandising aid from live "Aunt Jemimas."

No co-op advertising arrangement between Quaker and Aunt Jemima Kitchens operators has been established as yet, but Quaker furnishes operators with a selection of ad mats for pre-openings, grand openings and special holidays. #

REPRODUCED FROM AN EKTACHROME TRANSPARENCY BY EDGAR deEVIA

AGENCY: MOGUL, WILLIAMS AND SAYLOR FOR WAMSUTTA MILLS

Photography can be touchingly tender, softly emotional. It can also be realistic, brutally frank. Whatever the message, there are a variety of ways to professional color photographs. If you would like to learn about all of them, write for your free copy of *"Let Us Count the Ways,"* a 4-color brochure about the roads to successful advertising illustration.

EASTMAN KODAK COMPANY, Rochester 4, N.Y.

Does he—or doesn't he?

If he's a top Chicago adman—chances are real good that he *does* look to Century for the flawless-quality work he insists on. You'll profit, too, when you use the services of Century!

You can be certain with

CENTURY

ELECTROTYPE COMPANY, INC.

Electrotypes • Travis R.O.P. Glass Mats
Plastic Plates • B & W and Color Proofing
Duplicate Photoengravings

160 East Illinois St., Chicago 11 • DElaware 7-1541

'LHJ' Adds Four Posts

Ladies' Home Journal has created four new sales positions. Paul B. Lillis, formerly Cleveland manager, has been appointed associate eastern manager of the New York office. Elwin F. Rosendahl, previously San Francisco manager, has been named Pacific Coast manager. J. Michael Hadley, formerly St. Louis manager, has been appointed associate western manager with headquarters in Chicago. W. Page Thompson, who was Chicago associate sales manager, has been promoted to manager. DeWayne Hunter continues as eastern sales manager of the *Journal*, and Scotson Webbe continues as western sales manager.

Burns to 'Progressive Farmer'

Bart J. Burns has joined the Chicago advertising staff of the *Progressive Farmer*. Mr. Burns, formerly with *Puck—The Comic Weekly*, Chicago, will work mostly in the Detroit area, specializing in automotive accounts.

Ad Costs Up 72% Since '50: Du Pont Study

WASHINGTON, Nov. 7—The need for advertising managers to keep top management fully informed about budget requirements was stressed at the advertising and sales promotion managers' forum during the National Paint, Varnish & Lacquer Assn. convention here last week.

S. J. Caraher, division advertising manager, E. I. du Pont de Nemours & Co., reported that Du Pont's index shows that total costs for comparable advertising exposure—not including network tv—are up 72% since 1950.

R. S. Lowell, director of advertising and sales promotion, U.S. Plywood Corp., stressed that management is constantly scratching its head over the mounting sums of money being used to carry the product and corporate message to the trade and the public.

■ "There are many corporations," he observed, "where advertising is the largest single item of expense, and there are even some where advertising represents as much as 25% of sales."

Speaking for the association's advertising and sales promotion managers' steering committee, George V. Wise, vp of John W. Masury & Son, presented results of a survey showing widely varied advertising expenditure patterns by paint manufacturers.

The survey included three companies with sales over $50,000,000 each. One spent 62% of its ad budget for newspapers, and used no other national media; another put 26% into national tv, 10% in magazines and 9% in newspapers; and the third spent 22% on national magazines and 16% on newspapers.

■ Among three companies in the $25,000,000 to $50,000,000 sales category, one used 58% of its budget for general advertising, with 35% on newspapers and 22% on magazines; another used 21% in magazines; and the third used only 9% for both magazines and newspapers. In this group, one earmarked 7% for cooperative advertising, a second 10%, and the other company 20%.

Of 10 companies in the $10,000,000 to $25,000,000 sales groups, half spent heavily on general advertising, particularly magazines. One company in this group put 78%, and another, 66%, of advertising money into co-op. The survey, which covered a total of 98 companies, also included information for under $5,000,000, and $5,000,000 to $10,000,000 classifications.

Speaking as a "financial man," Mr. Caraher conceded that advertising can never be held accountable in the same way as most other costs, but he said today's advertising manager must be an administrator as well as a creative man.

■ He must review the advertising budget in the light of agreed objectives, prune it where necessary, study his market, and review current and historical business statistics, Mr. Caraher said.

"He should be prepared to defend his budget on the basis that it is the right program at minimum cost to obtain the desired objectives," he said. "He should have the intestinal fortitude to tell his management that no method or system has yet been devised to state that these are the exact dollars needed and that he cannot scientifically prove the effectiveness of the

How one great station penetrates 865,350 homes in "Iowa PLUS"!

WHO Radio Serves 137 Counties— America's 14th Largest Radio Market

EXPERIENCE. Service. Acceptance. WHO Radio has all three — is the long-acknowledged leader in the 865,350 radio homes in "Iowa Plus" (WHO's coverage area and America's 14th largest radio market).

There has always been plenty of competition for this big audience, too. Today, 94 different stations are heard in the WHO area. But the latest of 24 consecutive surveys of the Iowa Radio audience confirms WHO Radio to be by far the most popular. The 93-County Area Pulse Survey (March, 1961) gives WHO the top audience rating in *every* quarter hour surveyed, Monday through Friday.

75% of all Iowa retail sales are made in areas you reach with WHO Radio. What's more, 62% of Iowa's retail spending is done outside of any metropolitan center. WHO Radio takes you *everywhere* the sales are made in "Iowa Plus."

Your PGW Colonel will be more than glad to fill you in on all the details from the 93-County Area Pulse Survey and the latest "Iowa Plus" market facts. Let him see you soon!

Source: Pulse (March, 1961), NCS No. 2.

WHO

for Iowa PLUS!

Des Moines . . . 50,000 Watts

NBC Affiliate

WHO Radio is part of Central Broadcasting Company, which also owns and operates WHO-TV, Des Moines; WOC and WOC-TV, Davenport

Peters, Griffin, Woodward, Inc., *National Representatives*

expenditure. However, he should assure his management that he has used sound judgment, current research studies and all other available know-how."

■ Turning to Du Pont control techniques, he said the advertising index, covering costs over a 10-year period, is helpful in reminding management how much advertising costs have risen.

He reported it shows:

- **Consumer magazines**—Cost of identical space up 94% since 1950. He noted this does not allow for increased circulation, so cost per thousand would be considerably less. "However, management has a way of making comparisons on an absolute dollar basis."
- **Trade magazines**—up 94%.
- **Newspapers**—smallest increase of all print media, up 46%.
- **Space production**—up 46%.
- **Printed matter**—up 42%.
- **Radio spot**—only medium with a decline—down 43%.
- **Tv spot**—up 115% since 1952, Du Pont's first year.
- **Network tv**—purposely omitted because of numerous changes. However, cost of time for a typical evening half hour on a basic network is up 66% since 1954.

Mr. Caraher also outlined control procedures used by Du Pont to provide a steady flow of budget information on 69 product line budgets and nine general company or institutional budgets involving a total of $37,500,000 in 1961.

This control section within the advertising department provides a monthly statement showing the status of each of these budgets, together with supporting statements. "These statements number about 580 per month and the volume of activity supports our own electronic data processing equipment," he said.

"We believe of paramount importance is the fact that the ad manager receives his statement two days after the period closing. This is accomplished by staggering closing periods not geared to a calendar month."

■ Mr. Lowell, a director of the Assn. of National Advertisers, told the paint industry meeting that despite some recent setbacks, advertising today in general is more reliable and more trustworthy than at any time in history.

"While I don't think we will ever come to the point where you can accept every single statement made in advertising without any reservation whatsoever, I do think we are today publishing and distributing more honest advertising than at any time in the history of our country," he said.

Noting there will always be criticism of advertising, he contended that it has been his experience that the greater part of this criticism, supposedly aimed at advertising, is really aimed at our way of doing business in this country.

■ "I feel that as long as we have a free society, a society where business people can start businesses and make investments of their own free will—and I hope and pray that this may never change—we are going to have advertising directed toward the disposition of products made by these business men." #

P-M Associates to Meek

P-M Associates, Youngstown, O., specialist in a data processing service for industry, has appointed Meek & Thomas, Youngstown, to handle its advertising.

NBC Signs Savings & Loan; CBS Sells Sports Shows

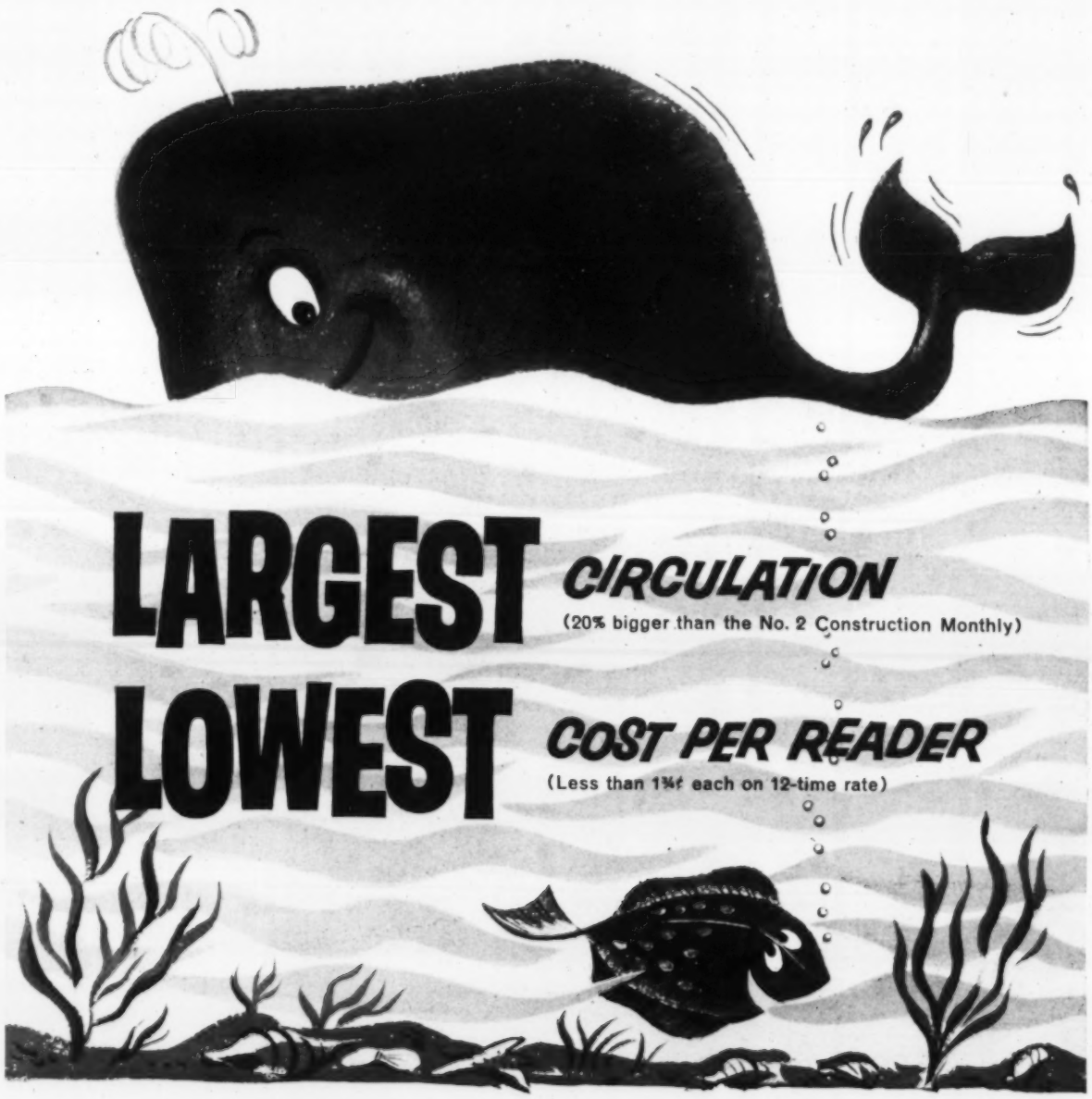
Savings & Loan Foundation, Washington, will sponsor NBC-TV's "Sentimental Journey," an hour color documentary special on U. S. Highway No. 1, to be presented March 29, 1962, at 7:30 p.m., EST. The foundation also will co-sponsor, for the fourth consecutive year, NBC-TV's coverage of the East-West Shrine football game from San Francisco Dec. 30. McCann-Erickson is the agency.

CBS-TV has sold sponsorship of the "Sunday Sports Spectacular" series to the Ford Motor Co. (J. Walter Thompson Co.), Jos. Schlitz Brewing Co. (Leo Burnett Co.), Bristol-Myers for Vitalis (Doherty, Clifford, Steers & Shenfield), and Carter Products for Rise (Sullivan, Stauffer, Colwell & Bayles). The 90-minute show, featuring sporting events from various parts of the country, will be presented at 2:30 p.m. (EST), starting Jan. 7. "This Wonderful World of Golf," an hour international show to follow "Spectacular" at 4 p.m., will be sponsored by Shell Oil Co. (Kenyon & Eckhardt).

ABC-TV Links with Manila

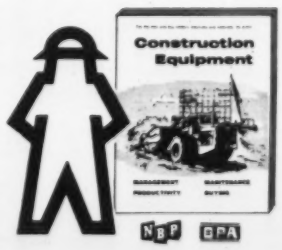
ABC International Television Inc., New York, has signed an agreement with Republic Broadcasting System, in the Philippines, to supply programming, engineering and sales assistance. Republic will open a full-scale television station, DZBB-TV, in Manila shortly.

WRAP-AROUND CHROME STEEL SIGN FRAMES
⅜", ½" & ¾" faces for point of sale
PLASTIC AND GLASS SIGNS
Just Wrap Around and Clip
Free Sample Assortment
THE YARDER MANUFACTURING CO.
816 PHILLIPS AVENUE • TOLEDO 12, OHIO



CONSTRUCTION'S FINEST ADVERTISING VALUE

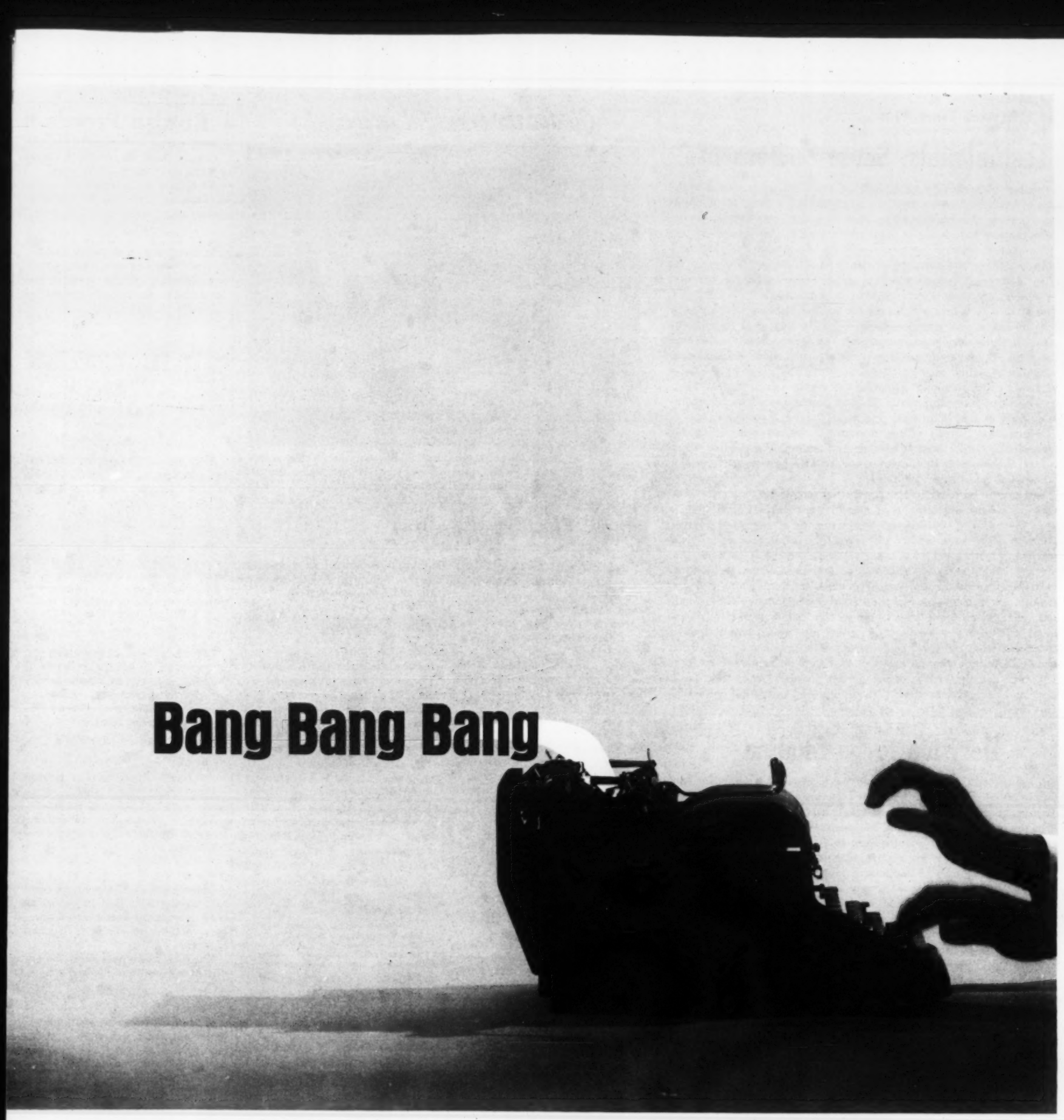
Compleat anglers hook onto CONSTRUCTION EQUIPMENT. For its hand-picked readers—men who make buying decisions — bulk largest in numbers and lowest in cost. With CONSTRUCTION EQUIPMENT you attract the contractors, plus every other buying group that you need and want to sell. Advertisers find that no other construction magazine offers such a brimming catch of values.



Construction Equipment
MAGAZINE

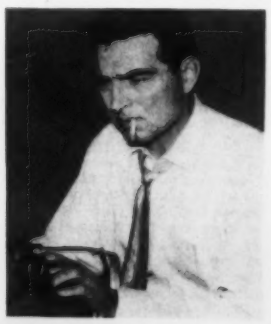
A CONOVER-MAST PUBLICATION • 205 EAST 42ND STREET, NEW YORK 17

Bang



New type audience-slayer.

Target: The Corruptors knocks off largest share of audience of any new show on any network.*



Out of the files of Lester Velie, crusading reporter whose stories have triggered Kefauver and McClellan Committee probes, comes this new kind of show--packed with public service as well as public suspense.

Starring Stephen McNally as a corruption-hunting newsman, Target: The Corruptors has streaked to immediate success. It now tops all new shows in share of audience and has, in happy conjunction with such established favorites as The Flintstones and 77 Sunset Strip, made ABC-TV the No. 1 network on Friday night.†

ABC TELEVISION

Source: Nielsen 24 Market TV Report. Average audience, week ending October 22, 1961.† Friday 7:30 to 11 P.M.

The Editorial Viewpoint . . .

Testimonials: Sense & Nonsense

Probably no facet of advertising has received the battering testimonials have, and last week—on a variety of fronts—testimonials were running the gantlet again. For example, the FTC is asking documentation for claims of mass testimonials—that "most doctors recommend" a product, or "movie stars use and endorse"; the SEC prohibits the use of testimonials by investment advisers and services; and in Hollywood (where else?) a screen writer warns actors that they demean themselves by appearing in testimonials.

The FTC is certainly entitled to ask for the basis on which claims are being made, and presumably it is just as logical to have documentation for a mass anonymous claim as for the single individual claim. The SEC takes its position in an effort to move toward "professionalism," which may be laudable. When the designers gave up advertising on professional grounds, the result was a flood of publicity—the designers apparently finding promotion perfectly acceptable so long as they didn't pay for it.

In Hollywood, screen writer Edmund H. North was telling the Screen Actors Guild in its magazine that endorsing a product strips the aura of glamor from the actor and reveals him to be "ordinary . . . mundane and money grubbing."

It can hardly be news to Mr. North that motion picture companies have long sought exploitation of stars in testimonials, and that as long as the name of the star and the picture he or she was currently playing in were prominently displayed, the advertiser often need pay nothing for the use of the star's name. Nor can it be news that many of today's stars—in this age of television—were created by advertisers. That without that nice sponsor, he wouldn't be a star.

Finally, we think the day of the bathe-in-champagne, leopard-skin slacks, cheetah-on-leash star is gone. The public won't be disappointed if it turns out the star is "another guy who drives a Chevy."

To repeat what we have said earlier: The important thing about testimonials is that they be genuine, that they do represent the personal usage and preference of the person pictured. Any other use is cynical and deceptive, and will inevitably lead to trouble with regulatory agencies and to a loss of believeability.

Decision to Be Studied

"In Pennsylvania, one who supplies a product to another and knows or should know that the foreseeable use is dangerous to human life unless certain precautions are taken, and who realizes or should realize that the user will not in the exercise of reasonable vigilance recognize the danger, is under a duty to warn the user of such consequences and to advise proper precautions."

This is the language of Judge Austin L. Staley, in a decision by the U.S. court of appeals, which sent the case of Otto E. Pritchard vs. Liggett & Myers Tobacco Co. back for a new trial, reversing the district court. Mr. Pritchard is a victim of lung cancer and contends that Chesterfield advertising amounted to a warranty.

Similarly, Judge Herbert F. Goodrich spelled out another aspect of the court's position: "If the defendant here takes the position that nobody knows whether cigarets cause cancer or not, but at the same time asserts to buyers that Chesterfield cigarets do not cause cancer, it is in difficulty if a customer shows that the use of these cigarets caused cancer in him."

No one can tell, as lawyers are fond of repeating, what the course of a lawsuit is likely to be, and so no one can say whether the court's rulings are as significant as they sound. But one can be fairly sure that it will be carefully studied in cigaret advertising circles, and some other advertising circles as well.

It comes close to saying that advertising does indeed amount to a warranty to the consumer, although Judge Goodrich went to some pains to indicate a case in which we would have decided differently:

"If a man buys whisky and drinks too much of it and gets some liver trouble as a result, I do not think the manufacturer is liable unless (1) the manufacturer tells the customer the whisky will not hurt him or (2) the whisky is adulterated whisky—made with methyl alcohol, for instance. The same surely is true of one who churns and sells butter to a customer who should be on a non-fat diet. The same is true, likewise, as to one who roasts and sells salted peanuts to a customer who should be on a no-salt diet. Surely if the butter and the peanuts are pure there is no liability if the cholesterol count rises dangerously.

"In this case," he went on, "there was no claim that Chesterfields are not made of commercially satisfactory tobacco."

In sum, the court seems to say that it is the disarming of the customer through advertising which may be at fault. Further, that the customer's problems are not essentially those of the manufacturer unless the manufacturer makes them his through claiming to the customer that the product is safe for the customer to use. "And when a person makes to another a statement of fact which he does not know to be true, intending that the other shall act in reliance on the truth of that statement, he is liable for negligent misrepresentation," said Judge Goodrich. The court found the research of Arthur D. Little Inc. "inconclusive and inadequate" for the copy claims.

Gladys the beautiful receptionist

—Girv Cuthbert, Suburban Propane Gas Corp., Whippany, N.J.

"They fired him when he suggested the client make a poly-unsaturated hair oil for fat-headed men."

What They're Saying . . .

Cherchez La Logic . . .

The biggest unfathomable factor in marketing and manufacturing brand merchandise is the little housewife with the Mona Lisa smile and heaven knows what going on behind it.

Women love to go out to dinner. But did you know that only one-third ever order something they don't have at home?

A quarter of women think elevators are liable to fall with them. Men almost never think of that.

Women don't like to see things spilled—even to demonstrate a sponge. It makes them think of waste.

Women are introspective and worried even when there's not much cause. Over half feel there's something wrong with them even when they themselves don't know what it is.

Less than a quarter want to try new products. The rest wait until someone else tries them.

Women have funny guilt feelings. For instance, they worry about things being too easy, like a cake mix that comes all in a package. Makes them feel better to crack and add their own eggs.

—From a speech by William J. Colihan, vice-president, Young & Rubicam, to the National Assn. of Retail Druggists.

Local Ads Outpull National

Local advertising came out way ahead of national advertising when respondents were questioned about their general reading habits. The percentage who said they read local advertising "regularly" was 67%, while for national advertising it was only 30%. For classified advertising, the percentage of "regulars" was 35. However, the number of "occasional" readers for national advertising exceeded that of the "regulars," and it came quite close to the "regulars" for classified. Relatively small percentages of readers said that they never read advertising.

—From a speech by Robert M. Pockrass, Pennsylvania State University's school of journalism, reporting to the Pennsylvania Newspaper Publishers Assn. on a survey of newspaper readers.

Advertising Age

Trademark Registered • THE NATIONAL NEWSPAPER OF MARKETING

Issued every Monday by Advertising Publications, Inc. **G. D. CRAIN JR.**, president and publisher. **S. R. BERNSTEIN**, executive vice-president and general manager. **J. C. GAFFORD, G. D. LEWIS**, vice-presidents. **C. B. GROOMES**, treasurer.

Published at 200 E. Illinois St., Chicago 11 (DE 7-5200). Offices at 630 Third Ave., New York 17 (YUkon 6-5050); National Press Bldg., Washington 4, D. C. (RE 7-7659); 806 New Center Bldg., Detroit 2 (TR 2-7211); 8217 Beverly Blvd., Los Angeles (OLive 1-3710).

Member Audit Bureau of Circulations, Associated Business Publications, Magazine Publishers Association, National Business Publications.

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F. J. Fanning, editorial production. **Elizabeth C. Graham**, librarian. Correspondents in all principal cities.

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25 cents a copy, $3 a year, $5 two years, $6 three years in U. S., Canada and Pan America. Elsewhere $4 a year extra. Four weeks' notice required for change of address. **Myron A. Hartenfeld**, circulation director.

Rough Proofs

"Court finds 'warranty' in Chesterfield ads," the headline says.

Wonder what it would say about the beauty promises in the cosmetics ads.

•

If there is a good public market for the shares of advertising agencies, as many people seem to believe, the public image of advertising can't be so terribly bad.

•

"Most doctors recommend" is a type of endorsement the FTC says it is going to eliminate.

The boost can easily be changed to "Your own doctor will probably tell you."

•

With giveaways getting back into nighttime tv and A&P deciding to give trading stamps, Santa Claus is still in business.

•

When a New York agency man buys outdoor posters to tell Henry Ford that his Thunderbird is a lemon, you have a good example of public relations in reverse.

•

"Write and demonstrate you can put words together that will sell us on you," suggests an employer to a prospective advertising manager.

In a case like this, modesty becomes one of the least valuable of virtues.

•

"Norman, Craig to get Revlon billing from W&L," the headline says.

This is where the advertising game of musical chairs may have originated.

•

Investment counselors have been told by the SEC that in reporting their successful recommendations, they must also include the bad guesses.

The box score must show the errors along with the hits and runs.

•

A woman, suggests Scott Paper, "may not know geography, or geometry, or geology, but she can calculate faster than a cash register."

She has her own built-in system of electronic data processing.

•

That WCTU poster showing a beer drinker rendered null and void embarrassed the brewers and the outdoor advertising company, and also imputed knockout power to the beer it hasn't had since Prohibition days.

•

The excitement created by Ford's six Preview Run cavalcades for the Fairlane is reminding some automotive oldtimers of the glamorous days of the cross country runs, which made news at every stop.

•

An agency looking for a creative man says he "will be on his own with 26 typewriter keys and a brain full of ideas."

With only the client to say him nay.

COPY CUB.

63 PERCENT

OF DELAWARE VALLEY'S

POPULATION

LIVES IN

THE SUBURBS

The Philadelphia Inquirer delivers your advertising to 27% more suburban men readers than does any other Philadelphia newspaper.

Sources: Sales Management Survey of Buying Power; Continuing Study of Adult Newspaper Readership by Sindlinger & Company, Inc. based on over 70,000 interviews, 1957-60. (Summary of 1960 study available on request.)

Metlis & Lebow Adds Account

Metlis & Lebow Corp., New York, has been named as consultant for the newspaper advertising of Floyd Bennett Stores, Brooklyn and Long Island. The agency currently handles Floyd Bennett radio and tv advertising, for which $100,000 has been allocated for the next fiscal year.

DIFFERENT KIND OF ADVERTISING
The SOVIET HANDBOOK
EVERYBODY will open and look through this interesting booklet... right to your advertising message on back cover. A REALLY DIFFERENT ADVERTISING PIECE!
WRITE FOR FREE SAMPLE
MARVIC ADV. CORP.
861-HG MANHATTAN AVE. BROOKLYN 22, N. Y.

General Tire Boosts Two

A. Ray Carr, formerly manager of passenger tire sales, has been named to the new position of corporate director of sales promotion and advertising of General Tire & Rubber Co., Akron, O. Succeeding him will be William McCleary, assistant New York district sales manager.

Compton Elects Two VPs

Duane Raysdale, account executive on Gleem toothpaste, and Robert Jacoby, in account management on the Sterling Drug account, have been elected vps of Compton Advertising, New York.

Industrial Ad Budgets to Grow in '60s: Bernstein

NEW YORK, Nov. 7—Industrial advertising budgets will increase in the 1960s, both in total dollars and in terms of their relation to the income of business, according to S. R. Bernstein, exec vp and general manager of Advertising Publications Inc.

He told the New York chapter of the Assn. of Industrial Advertisers yesterday that he believed "industry will be investing twice as much, proportionately, in advertising and sales promotion" as now.

Part of the increase, said Mr. Bernstein, will come from greater recognition of the importance of advertising and sales promotion, and from "a shift in what might be called the 'marketing mix'—that is, some of the dollars now going into direct selling costs may be put into advertising and sales promotion, as these activities take over more of the functions now performed by salesmen and sales departments."

He also predicted (1) that the decade will see industrial companies accept the "marketing concept" and put it into effect "with increasing rapidity and thoroughness" and (2) that the job of the industrial advertising manager will become more important.

■ "During the 1960s," said Mr. Bernstein, "the transition of the advertising manager from a technically competent expert to an expert in advertising management probably will be completed." He said the ad manager must cease being merely a technician and "become more and more a general staff executive, with strategical and tactical authority within his company."

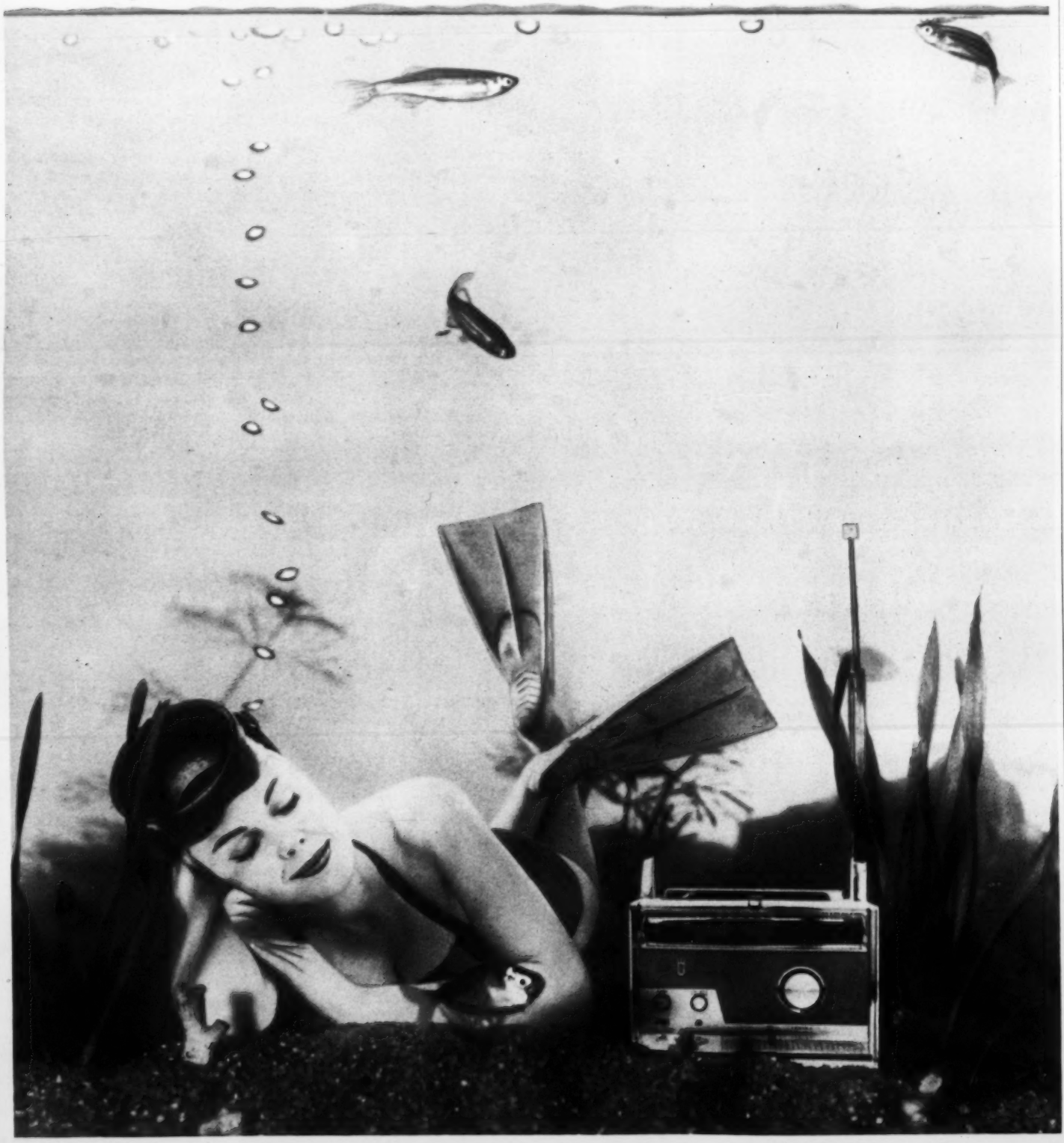
He added that the industrial company that does not soon have a person with the functions of a marketing manager "will be a very rare bird indeed." Such a manager will have charge of all phases of company marketing—personal selling, sales promotion, advertising, marketing research and analysis. He also will greatly influence product lines, product development, pricing and distribution methods.

"And the advertising manager," said Mr. Bernstein, "will have every bit as good a chance to land that job as the sales manager—and maybe even a little better—as business becomes bigger and bigger, and personal selling becomes less and less personal and more and more mechanized—and as the salesman becomes more and more dependent upon the kind of sales tools that the advertising department is equipped to turn out for him." #

'Electronic Products' Launches New Tie-in Advertising Plan

Following its recent offer of regional editions, *Electronic Products*, New York, will permit distributors and representatives to advertise at their manufacturers' earned or contract rate. This policy, effective in January, 1962, will apply only where a distributor devotes his ad copy to the products of one manufacturer in a single ad. He may tie in with as many manufacturers as he wishes.

WINZ
REACHES BELOW THE SURFACE
It takes 50,000 watts of power to cover the expanding South Florida market...and that means the Bahamas and the Caribbean, too. WINZ Radio...one of America's great stations... has the power and the audience for complete coverage. WINZ is now the Mutual Radio flagship in Florida, the newest of over 424 stations enjoying the Mutual advantage: local programming plus authoritative, listenable Mutual news. You'll find that it pays in depth to buy Mutual Radio nationally and WINZ Radio locally.
Mutual Radio 3M
A SERVICE TO INDEPENDENT STATIONS!



THE HAMMOND TIMES
delivers
LOCAL
SALES
IMPACT
in the West Half of the Nation's 50th LARGEST Standard Metropolitan Area!
HAMMOND - E. CHICAGO
(Lake County, Ind.)
A.B.C. City Zone Population
Now Over 259,400!
(1960 U.S. Census)

"I don't know who you are.

I don't know your company.

I don't know your company's product.

I don't know what your company stands for.

I don't know your company's customers.

I don't know your company's record.

I don't know your company's reputation.

Now—what was it you wanted to sell me?"

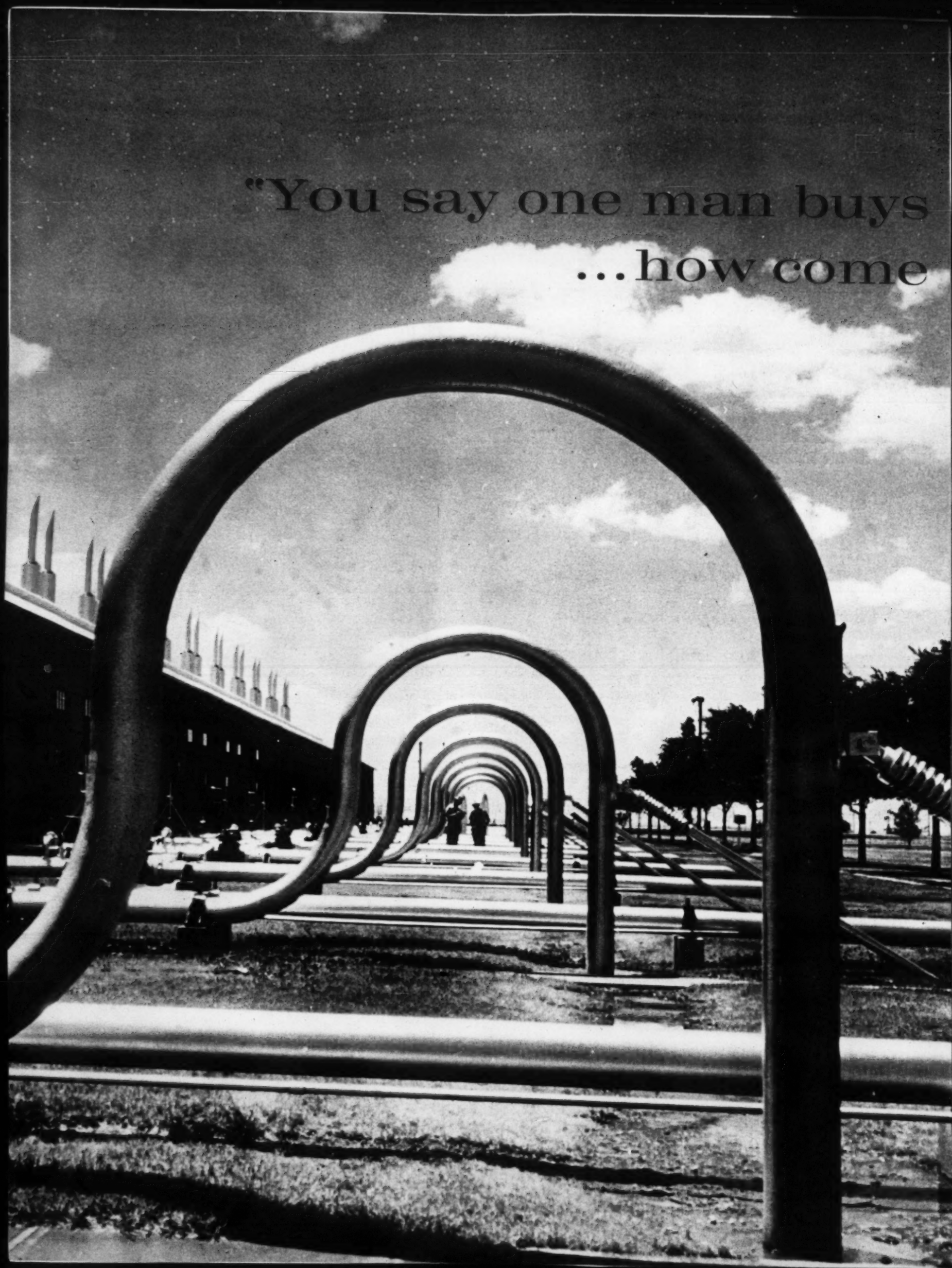
MORAL: Sales start before your salesman calls—with business publication advertising.

McGraw-Hill

PUBLICATIONS

McGRAW-HILL PUBLISHING COMPANY, INC., 330 WEST 42nd STREET, NEW YORK 36, N. Y.

DOMESTIC: American Machinist/Metalworking Manufacturing • Aviation Week/and Space Technology • Business Week • Chemical Engineering • Chemical Week • Coal Age • Construction Methods & Equipment • Construction Daily Control Engineering • Electrical Construction & Maintenance • Electrical Merchandising Week • Electrical Newsletter • Electrical West • Electrical Wholesaling • Electrical World • Electronics • Engineering and Mining Journal E & M J Metal and Mineral Markets • Engineering News-Record • Factory • Fleet Owner • Industrial Distribution • National Petroleum News • Nucleonics • Nucleonics Week • Platt's Oilgram News • Platt's Oilgram Price Service Power • Product Engineering • Purchasing Week • Textile World • Western Architect & Engineer • Business Education World • Today's Secretary • **OVERSEAS:** Automobile International • International Management (English, Spanish and Portuguese Editions) • Ingenieria Internacional Construccion • Metalworking Production (Great Britain)


"You say one man buys
...how come

for this CPI plant, Don I see two men in the picture?"

ONE KIND OF MAN, and more and more of *his kind*, are your most-wanted men, as technology becomes increasingly sophisticated in the Chemical Process Industries. They are the CPI's *technical decision-makers*. This intriguing picture of Cities Service Gas Company's new Compressor Station at Guymon, Okla. will help explain why this is so.

CPI facilities are typically untypical. No conventional plant this, but a highly involved complex of process, flow and control that demands technological acumen to design and build, to equip, to operate. Obviously, only *technical decision-makers* (usually chemical engineers, although their degrees may be in other engineering fields or even chemistry) possess the competency to live happily in this rarefied environment. Theirs is the ability to communicate technical necessities, to counsel and consult with associates to help produce profits.

And what is buying but an integral part of profit-making? Particularly, when here in the CPI today, it has multiplied itself into a $55.3 billion-per-year capital investment. This is $250 millions' worth of buying each working day . . . technical decisions made at that critical point where engineering and economics hit head on. This, for sure, is your point-of-sale; and this, for sure, is the one CPI publication to put you there . . .

CHEMICAL ENGINEERING

A McGRAW-HILL PUBLICATION 330 W. 42d ST., NEW YORK 36, N. Y.

WHAT MANNER OF PLANT IS THIS? You're looking at expansion loops at the Cities Service Gas Company's straight compressor station in Guymon, Oklahoma.

CHOICE AGENCY SPACE
Entire Floor 7000 Sq. Ft.
18 Private Offices
Available Spring 1962
Carbide & Carbon Bldg.
230 No. Michigan Avenue
Chicago 1, Ill.
Other Units From 500 Sq. Ft.
Bell & Hefter, Inc.
Call ANdover 3-5555

Andrews Adds 2 Accounts

Spancrete Machinery Corp., Milwaukee, manufacturer of special concrete extruding machinery, has appointed Andrews Agency, Milwaukee, to handle its advertising. Van Handel Advertising Agency, Milwaukee, was the former agency of record. At the same time, Andrews has been named to handle advertising for Curtis Development Corp., Milwaukee, designer and manufacturer of terminal blocks, electrical controls and special panel assemblies for the electrical industry, effective Jan. 1, 1962.

Elsie Center of Borden Exhibit

Elsie the Cow will be featured at the New York World's Fair of 1964-'65 as the center of the Borden Co.'s exhibit. The company has signed a lease for 10,000 sq. ft. of exhibit space in the Better Living Bldg., the largest structure in the industrial area of the exposition. The original Elsie made her debut at the World's Fair of 1939-'40.

'Denver Blade' Bows

A new newspaper, the *Denver Blade*, has been started by Joe Brown, formerly of Baltimore, with offices at 116 E. 20th Ave., Denver. The newspaper is directed to the Negro and Spanish-American markets.

Newark Electronics to Stral

Newark Electronics Corp., Chicago, has appointed Stral Advertising Co., Chicago, its new agency. Newark is an industrial distributor of electronic parts and equipment.

LIGHTS ON—*Gooderham & Worts signed cartoonist Bill Sakren to produce a series of eight lighthearted newspaper ads for G&W Seven Star whisky. Ads will appear on a staggered schedule in 80 newspapers. Simons-Michelson Co. is the agency.*

N. Y. Taxi Group Swaps Card Space for Air Time on WOR

NEW YORK, Nov. 7—The much maligned New York cab driver now is being defended in radio commercials running on WOR.

The Metropolitan Taxicab Board of Trade has been running from 50 to 60 spots per week, in lengths varying between 10 and 60 seconds, for the past six weeks. The schedule, to run indefinitely, is a part of a reciprocal arrangement with the station. In return for air time, Metropolitan provides WOR with advertising card space in its cabs. There is no exchange of cash.

Metropolitan, an association of about 100 taxicab fleet owners covering approximately 6,000 cabs, is running a "take a taxi" theme for the first time in its advertising history. Commercials ask: "Going to the theater? You'll make the curtain in plenty of time if you take a taxi . . . Got a business appointment? Planning to go out to dinner? You'll arrive relaxed if you take a taxi . . . Tough day on the job? . . . Burdened by bundles? Take a taxi."

Some of the longer spots dwell on the capabilities of the driver. One queries: "Did you know that your taxi driver has had to pass a series of rigid driving examinations? That he had to pass a test to show that he is familiar with all streets? He is a man of proven character. You can depend on him to get you where you want to go quickly, safely and comfortably."

■ Metropolitan Taxicab plans to add a schedule on WOR-TV in about a month. Its agency is George V. McIntyre Inc. Gilligan & Gore acted as the representative for the taxi ad cards. #

Winn Joins Knight Stations

Steve Winn has been appointed Boston sales representative for the Knight Quality radio stations, which include WHEB, Portsmouth; WTSV, Claremont; WTSL, Lebanon; and WGIR, Manchester, N.H., as well as WEIM, Fitchburg, Mass. Mr. Winn formerly was a senior account executive for WBCN (fm), Concert Network station in Boston.

Sealy Renews Newscast

Sealy Mattress Co., northeast division, has renewed its sponsorship of the late news on WNAC-TV, Boston, for the fifth consecutive year. Tarler & Skinner is the agency.

PRO$PER BOSTONIANS

They read the morning Herald or the evening Traveler. They give these papers their circulation lead in the "Upper 2/3"— the cities and towns in the Boston Standard Metropolitan Area with the greatest buying power. The resident of typical "Herald-Traveler towns" has an Effective Buying Income which is 18% higher than that of Globe towns, 21% higher than Record-American towns. Advertisers' results reflect this. That's why the Herald-Traveler leads in Total Display advertising linage by 2,389,419 lines over the Globe, by 16,984,679 lines over the Record-American. For the full Upper 2/3 story, write or call us direct, or contact our representatives.

MORNING Herald-Traveler EVENING
BOSTON'S HOME-DELIVERED NEWSPAPERS
Represented nationally by Sawyer-Ferguson-Walker

SPECIAL REPORT:

Week-End Globe shows circulation gain, advertising linage gain

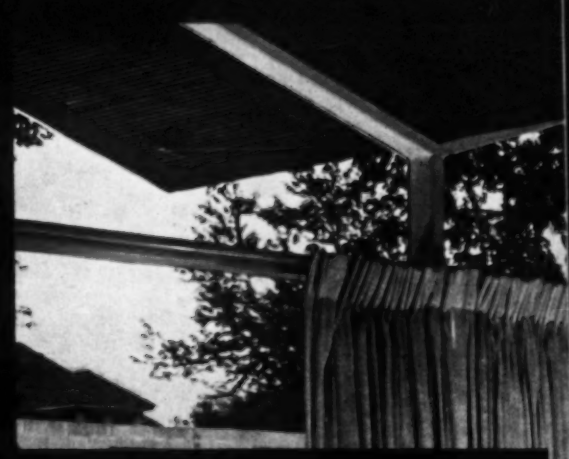
Enthusiastic response pouring in from readers and advertisers after only five issues

READERS: The Week-End Globe of October, 1961, has gained over 60,000 in circulation over the previous month. The comments we've received from readers show what's behind this circulation gain. Readers, old and new, state that the Week-End Globe is one of the best parts of the week-end. By getting the week-end package early Saturday morning, they have more time to read all the news and to enjoy all their favorite features. The Week-End Globe fits the family's modern week-end living.

ADVERTISERS: The Week-End Globe is carrying more advertising linage than the Sunday Globe of October, 1960. The reason is simple...many Week-End Globe advertisers have realized a big boost in sales. Watch for new and exciting things in the Week-End Globe.

St. Louis Globe-Democrat
Represented Nationally By Moloney, Regan & Schmitt

IDEAS that make a wife the
hostess with the mostest compliments



The family IDEA magazine
December 1961 • 35c
Better Homes and Gardens
★ DAZZLING DECORATIONS
★ GIFTS IN PRETTY PACKAGES
★ TURKEY, MINCE PIE, COOKIES, TAFFY
★ MAGIC MODELING GOO
★ A PLAY FOR CHILDREN TO PERFORM

NOW 9 EDITIONS AND OVER 5,500,000 COPIES EVERY MONTH

THE FAMILY IDEA MAGAZINE

They spring at you from every page of Better Homes and Gardens. Ideas! Just glance through a copy. You'll find ideas about food, furnishings, building, gardening, travel and *purposeful puttering* – all compellingly presented to interest you, your wife, *anyone* who is wrapped up in family living.

Nearly 15 million adult men and women—*like that*—turn to the pages of BH&G month after month. Actually, during the year, a *third of America*—the family-centered, top-spending third—looks to Better Homes and Gardens for ideas about what to do and what to buy for a happier family life, at home or away from home.

And all this makes BH&G a very, very profitable place for advertisers to display what they want to sell.

Where America shops for **IDEAS** *that make* **SALES**

IDEAS IN ACTION

Toyland denizens of the deep!

Biggest little gifts we know—made from odd stockings or shaped bits of fabric, stuffed, and decorated with marine motifs. Copy the shapes in any size you desire. They'll add to your reputation as a past-master of giftsmanship.

Dreamy furniture for Dollsville!

Simple materials and a little ingenuity furnish a doll house in lavish style. For the bedroom—a canopy bed. Use a cigar box for the frame, clothespins to support the canopy. Make a bedside table from empty spools. Try a flower arrangement in a thimble.

Fun to assemble—fun to give!

Wastebaskets! Buy them unadorned. Cover with paper—wallpaper, music paper, even newspaper is smart. Glue on personalized motifs that reflect the interests of friends and family.

"WE AGREE, SONNY... South Bend's A Good Buy!"

By using WSBT-TV, shrewd national advertisers are "mopping up" in the South Bend market. The facts speak for themselves . . . South Bend is a 15-county TV market with 915,000 people, and a buying income of $1.7 billion. South Bend Metro Area families have an average income of $7,987 . . . highest in Indiana! And no station covers this market like WSBT-TV. Top CBS programs and popular local shows earn WSBT-TV a consistent 45% share of this 3-station market. Get complete details from your Raymer man.

CBS TELEVISION NETWORK

WSBT-TV
SOUTH BEND, INDIANA
Channel 22
Ask Paul H. Raymer, National Representative

Junket in Merry Oldsmobile May End FTC's L-O-F Hearings

WASHINGTON, Nov. 7—If lawyers can work out a procedure for Hearing Examiner Harry Hinkes to take a ride in a 1958 Oldsmobile, Federal Trade Commission's marathon hearing on the "open window" tv commercials for Libbey-Owens-Ford safety glass will at last come to an end.

A hearing here Oct. 29 had been scheduled as the last in a series which has required 20 sessions in six different cities over an 18-month span. But when FTC attorney Edward F. Downs suggested that Mr. Hinkes step outside and take a ride in a 1958 Oldsmobile, attorneys for L-O-F and General Motors (which is a party in the case) hollered "foul."

The case dates back to November, 1959, at the peak of the tv quiz show investigations. According to FTC, camera trickery, including shots through open windows, was used to exaggerate the differences between L-O-F safety plate glass used in General Motors cars, and safety sheet glass used by other makes.

■ L-O-F contends there is no distortion in safety plate glass, so "open window" shots produced no deceptive result. Glass experts have testified on the relative merits of the two kinds of glass, and the hearing examiner has been taken on tours of glass making facilities, chaperoned by "guides" using a script that was carefully "re-censored" by attorneys for both sides in the case.

The recent hearing was supposed to provide Mr. Downs with an opportunity to offer any final rebuttal which he wished. He said no additional testimony or exhibits were required. But before closing the record, he suggested that the hearing examiner ought to get into a GM car and see for himself whether L-O-F glass is as free of distortion as the experts suggested.

His suggestion brought immediate protest from William Simon, attorney for GM. Mr. Simon emphasized that the demonstration was proposed without giving him the customary 14 days' notice. In any event, he said, he would need to know more about that 1958 Oldsmobile which Mr. Downs was planning to use.

The car, it developed, belongs to an unidentified member of the FTC staff, and was standing in the garage in FTC's basement. "I just went down into the garage looking for a 1958 General Motors car," Mr. Downs said. "This Oldsmobile was the first one I saw. It had the L-O-F emblem on the windows. I contacted the owner, and he agreed to make it available for the test ride."

Mr. Downs claimed the 14 days' notice rule did not apply to this situation. "What possible use could you have made of the 14 days?" he asked.

But Mr. Simon had no intention of giving any ground. "We'll know from the emblem that this is L-O-F glass in the car," he agreed. "but we will want to know, 'Is this the original glass?' We will need to know whether any other changes were made in this car since it left the factory."

■ When the fireworks died down, Mr. Hinkes ruled that the ride might be useful, but that Mr. Simon, and Joseph J. Smith Jr., attorney for L-O-F, were entitled to their 14 days' notice.

The examiner expressed regret that his ruling will result in further delay in the case, but Mr. Simon pointed out that the ads have been voluntarily suspended by L-O-F anyway. Nevertheless, Mr. Hinkes cautioned him that delays of this kind lend substance to charges that FTC is bound by too much legal red tape.

When the ride will actually take place now is a matter of conjecture. Because of illness, Mr. Hinkes apparently will be absent from FTC until Dec. 1, at the earliest. Then he must determine when the ride can be fit into his schedule.

Mr. Smith said he does not object to the additional delay—so long as he gets the usual 10 days' notice before the date of the ride is set. #

Daniel & Charles Adds Two

Daniel & Charles, New York, has been named to handle advertising for Joseph & Feiss, Cleveland, manufacturer of J&F, Cricketeer and Trimlines men's clothing, and for Fisher Radio Corp., New York, manufacturer of hi-fi sets and components.

HOW TECHNICAL CAN YOU GET IN ELECTRONICS
AND STILL HAVE YOUR MAGAZINE SELL OUT?

IRE dares to print

96,162

copies of

Proceedings of the IRE

the highest level technical electronics journal published anywhere in the world and most every copy gets paid for and read many times over!

To show how *Proceedings* offers you paid, quality readership, here's the breakdown for the September issue:

4,288	Company, Individual and Library subscriptions	ABC
70,639	IRE Members, qualified engineers	ABC
16,235	Student Members ($5), your future buyers	ABC
2,500	(not audited) replacements for worn out copies	(Average)
2,500	(not audited) gain since last statement and miscellaneous	
96,162		

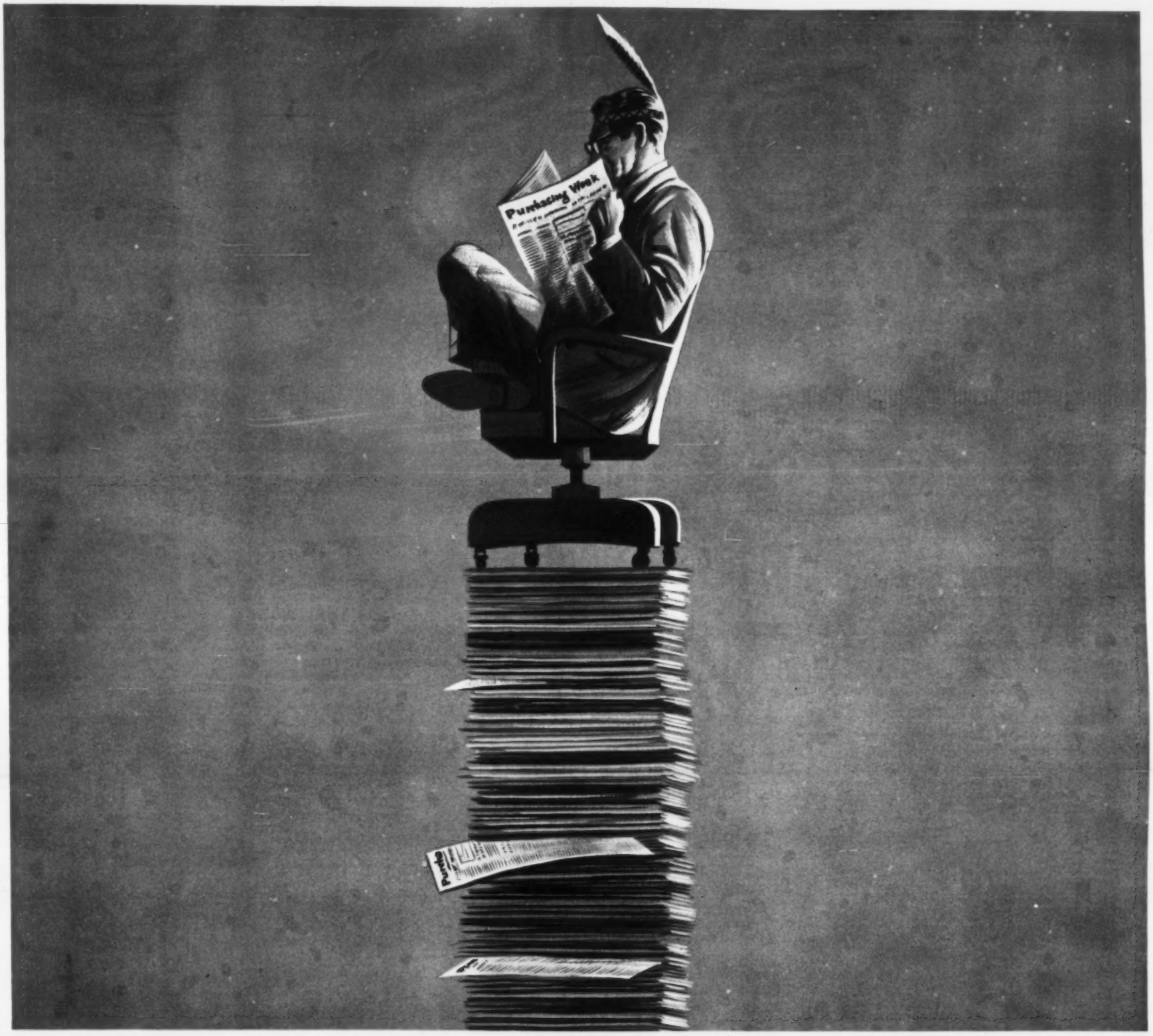
AUDITED PAID CIRCULATION ABC
FOSDICK JOB APPLICATION AD RATING

Forecast for 1962
Print order of 100,000 copies per month, beginning May, IRE's Golden Jubilee month

4 reasons why your technical sales message belongs in Proceedings

Proceedings of the IRE offers you 1 top-quality editorial; 2 top circulation; 3 top-quality readership; 4 lowest rate per thousand.

For rate card, write or call: **Proceedings of the IRE**
The Institute of Radio Engineers • Adv. Dept., 72 W. 45th St., New York 36. MU 2-6606



The new breed of PA sits tall in the saddle

(and finds Purchasing Week required reading)

In these days of the profit squeeze, a new breed of PA has come on the scene looking for more for his company's dollar. He sits tall in the saddle because management now realizes that a 2% saving in the cost of purchased materials is worth a 12% increase in sales. He has become part of the management team and a key influence in forward planning **(a feather in his cap).**

Salesmen find this new breed of PA armed for bear. He demands not only favorable prices but new stocking programs, faster-than-ever deliveries and creative marketing ideas. To formulate his cost-cutting procurement program, the PA is using value analysis, a study of price trends, product information, methods and management data and general business news.

Some 25,000 PAs find PURCHASING WEEK the best single source for this vital information and read it every week. Small wonder more and more suppliers are introducing themselves and their products there through advertising.

Calling every week on the man your salesmen must contact

Purchasing Week

McGRAW-HILL'S NATIONAL NEWSPAPER OF PURCHASING

330 West 42nd Street, New York 36, N.Y.

ABC AUDITED PAID CIRCULATION

ABP EDITORIAL LEADERSHIP

The SKILLionaire buys a car and a half!

More than that really. Based on population, the SKILLionaire buys more than one and a half times as many new cars as the national average. And he *changes* cars often. 60% of the people in Rochester do it every year. The SKILLionaire can afford his penchant for wheels. As a skilled worker in one of Rochester's precision industries he brings home $8,014 per household*... and then spends it. And he finds out *where* to spend it from ads in his local newspapers. The SKILLionaire makes a habit of reading the *Rochester Times-Union* or *The Democrat and Chronicle*—or both—every day. No wonder Rochester ranks so high in automotive advertising lineage...4,489,355 lines in 1960.** We know the SKILLionaire well. And we'd like you to know him, too. Our "Case for the SKILLionaire" kit is crammed with facts about him, and it's free. Write National Advertising Manager, ROCHESTER TIMES-UNION and THE DEMOCRAT AND CHRONICLE, Rochester, N.Y.

The SKILLionaire's free spending is influenced by advertising in the Rochester Times-Union and The Democrat and Chronicle in other important categories also . . . for example:

CLASS of Product Sales	RETAIL SALES* in Monroe County	TOTAL 1960 LINEAGE** in Rochester Newspapers
FOOD	$193,792,000	5,609,988
GENERAL MERCHANDISE	$124,496,000	11,544,451
APPAREL	$ 52,869,000	3,058,702
FURNITURE, HOUSEHOLD & APPLIANCES	$ 35,553,000	4,764,139
DRUGS	$ 28,038,000	1,339,299
TOTAL–all categories	$781,743,000	50,894,653

**SOURCE: Sales Management, "Survey of Buying Power," May 10, 1961.*

***SOURCE: Media Records, Inc., "Annual Report—Year 1960."*

ROCHESTER TIMES-UNION
Democrat and Chronicle

Members: The Gannett Group of Newspapers
Represented by Gannett Advertising Sales, Inc.
New York, Philadelphia, Hartford, Syracuse, Chicago, Detroit, San Francisco

U. of WISCONSIN 27
SLIPPERY ROCK 3

NOT SATURDAY'S FOOTBALL SCORES BUT TODAY'S FIGURES, IN MILLIONS OF DOLLARS, in just two of the nation's 2,000 colleges and universities for new construction projects recently announced in Advance Construction Reports from COLLEGE and UNIVERSITY BUSINESS

The University of Wisconsin, Madison (enrollment: 27,000) plans to build a $2.7 MILLION chemistry building, a $1.7 MILLION genetics research building, a $2 MILLION gymnasium, a $3.2 MILLION engineering building, and dormitories totaling $17.7 MILLION (reported October 9).

Slippery Rock State College, Pennsylvania (enrollment: 1,506) is constructing a $1 MILLION dining hall/kitchen and a $2.15 MILLION fieldhouse, natatorium and special education hall (reported September 11).

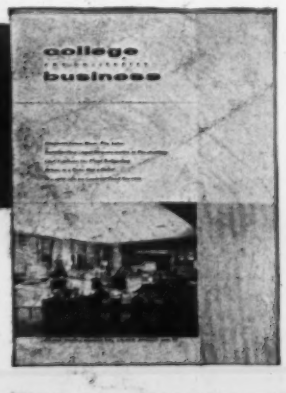
In these same two bi-weekly reports, 98 other college building projects were announced, with a total cost of $257,505,514. And just since July 3 this year, College and University Business has reported 944 new college building projects to cost $1,301,271,165—a large part of which will contribute to the estimated $1.3 BILLION construction that will be completed in 1962.

in the college market...

... building scores are just part of the story, part of the $6.5 BILLION budget for operation and plant expansion of higher education in 1962. A complete *Market-Media Data File* will be sent to you upon request. Included are reports on college housing and food service, buying influences on building products, plans for science labs, and all types of college construction activity, plus a new study on grounds-keeping equipment.

YOUR advertising message can reach the entire roster of college buyers every month through the pages of . . .

college AND UNIVERSITY **business**



F. W. DODGE CORPORATION
A McGraw-Hill Company

1050 MERCHANDISE MART
CHICAGO 54, ILLINOIS

PARIS BOUND—*Maurice Bronner (left), president of Olian & Bronner, Chicago, says farewell to Nelson Fuqua, longtime vp and copy director of the agency, as Mr. Fuqua leaves to join Elvinger, Paris agency.*

FTC Examiner Hits Mary Carter 'Free' Paint Ad Claims

WASHINGTON, Nov. 7—A Federal Trade Commission hearing examiner has ruled that Mary Carter Paint Co., Tampa, should be required to stop using such promotional phrases as "buy one and get one free," and "every second can free."

Examiner Herman Tocker agreed that ads always included some disclosure that one can had to be purchased before a second could be obtained, but he said the company's ads do not meet the requirements of an FTC policy statement which specifies that all conditions of "free" offers must be clearly and conspicuously explained at the outset.

He brushed aside Mary Carter's contention that it has been a victim of a campaign of harassment by large national paint manufacturers, and the National Paint, Varnish & Lacquer Assn. "If Mary Carter has indeed been injured by the practices and campaign of which it complains, it has its remedy and this is not the forum in which to pursue it," Mr. Tocker ruled.

■ FTC's complaint was strongly resisted by Mary Carter, which contends that purchasers actually get a second can free since its paints are equivalent in quality to the more expensive paints of large paint manufacturers.

Mr. Tocker's decision, which is subject to review by the commission, reported that Mary Carter has offices in New York, and factories in Florida, New Jersey and Texas. The company retails its products through franchised stores. Its sales have risen from $2,000,000 in 1956 to more than $12,000,000 in 1960. #

Evans Adds Two Accounts; Names Fox, Van Duyne

SunAir Electronics Inc. and International Truss Plate Corp., both of Fort Lauderdale, have named George Evans Co., Fort Lauderdale, as their agency. SunAir formerly was handled by Tally Embry Inc., Miami; Truss Plate is a new advertiser.

Evans has added to its staff Robert Fox, formerly of Compton Advertising, New York, as head of the art department, and Schuyler Van Duyne, from N. W. Ayer & Son, Philadelphia, as copy supervisor. Ray G. Simmons, formerly manager of Evans' Tallahassee office, has been named manager of the Fort Lauderdale office.

Burnett Promotes Gully

Leo Burnett Co., Chicago, has appointed Harold W. Gully manager of its public relations department, effective Jan. 1. He will assume duties of Otis L. Wiese, public relations vp, who is resigning Dec. 31 to open his own publishing and pr consulting company (*see story on Page 52*). Mr. Gully, who joined Burnett in November, 1959, as manager of the New York public relations section and came to Chicago as manager of the Chicago section in October, 1960, now will supervise both Chicago and New York pr.

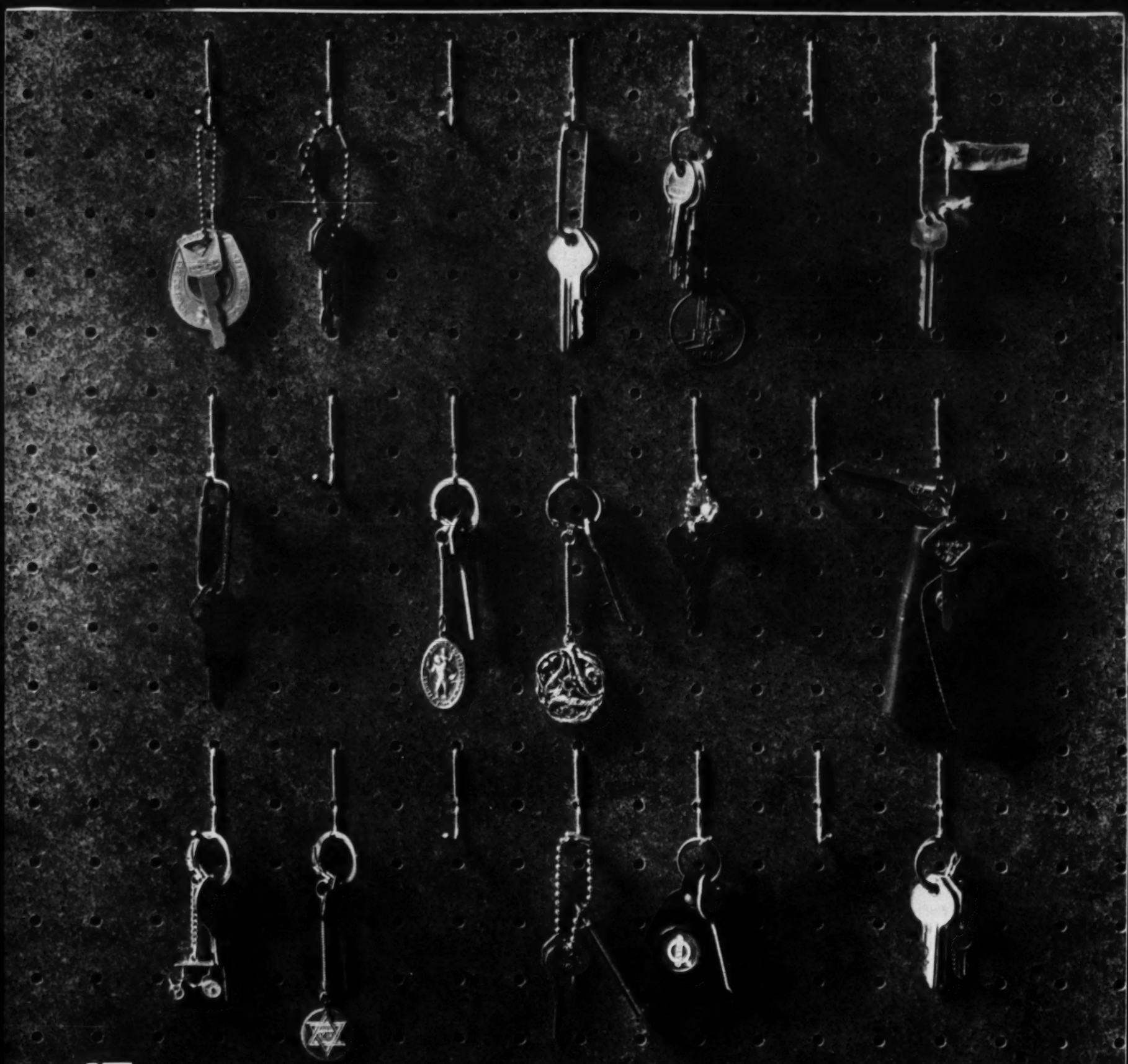
WAVE-TV viewers have 28.8% more TEETH

—and keep 'em sparkling with 28.8% more tooth paste, powders and brushes!

WAVE TV

That's because WAVE-TV has 28.8% more viewers, from sign-on to sign-off, in *any* average week. Source: N.S.I., July, 1961.

CHANNEL 3 • MAXIMUM POWER
NBC
LOUISVILLE
THE KATZ AGENCY, National Representatives



15 more auto owners for every dollar

ANOTHER PLUS FOR YOU IN CHICAGO'S TOP TWO

One dollar's worth of advertising buys 843 auto owners in the Chicago Sun-Times/Daily News combination. Buys 828 in the second-best combination. Difference: you get *15 more* auto owners for your dollar in the "Top Two" combination.

You *could* chase Chicago's car owners with *one* newspaper. But even the biggest daily in town misses 3 out of 5.

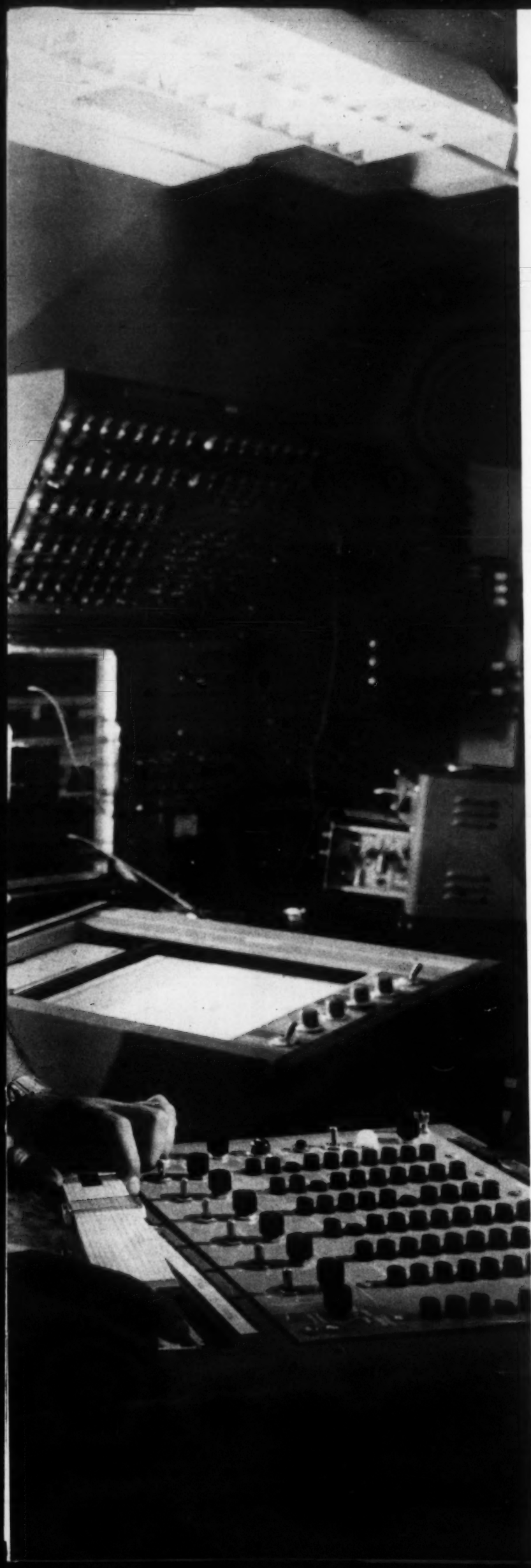
That's why it takes two newspapers to do the job. And in every major buying category, the Top Two for the money are the Sun-Times and Daily News. "Chicago Now," a market study compiled in consultation with A.R.F., has the facts. Ask for them.

CHICAGO: 401 N. Wabash Avenue, WHitehall 3-3000
NEW YORK: Time and Life Bldg., Room 1708, Circle 6-1919
DETROIT: Buhl Bldg., Room 1026, WOodward 3-0930
MIAMI BEACH: Hal Winter Co.

ATLANTA
LOS ANGELES
SAN FRANCISCO
Sawyer-Ferguson-Walker Co.

TOP TWO FOR THE MONEY
CHICAGO SUN-TIMES
CHICAGO DAILY NEWS

Copyright, 1961, Field Enterprises, Inc.



BASIC TEST FOR MEDIA SELECTION:

**Ask anyone,
anyone
you're trying
to sell in the
aerospace market,
what publication
he reads and
respects most.**

A powerful editorial force is a powerful selling force.

Aviation Week
and ***Space Technology***

A McGraw-Hill Publication. 330 West 42nd St., New York 36, N.Y.

ABC PAID CIRCULATION 81,927

Analog Computer Lab—Raytheon

Michel Joins Girltown

Mrs. Clementine Michel, formerly a vp and account executive of Arnold & Co., has been appointed director of advertising, sales promotion and pr of Girltown Inc., Boston, manufacturer of girls' apparel.

COLOR TV OWNERS RATED A TOP-CLASS MARKET

A study by Market Facts, Inc. shows the median income of Color TV families is $13,123 as against a $5,417 national average. That's another dollars-and-cents reason why more and more sponsors are moving up to Color TV. What about you? Get the full Color picture today from: W. E. Boss, Director, Color Television Coordination, RCA, 30 Rockefeller Plaza, New York 20, N. Y., Tel: CO 5-5900

Higher Newsstand Price 'Inevitable,' Says Hall, Retiring as Field's Newspaper Exec VP

CHICAGO, Nov. 7—During a newspaper career of 32 years, Field Enterprises' Arthur E. Hall has observed the rising cost and narrowing profit problem which has beset the industry.

Arthur E. Hall

His ideas on how to alleviate the problem should gladden advertisers' hearts, because they don't include hiking ad rates.

"We have to take a realistic approach to circulation—a price of 10¢ daily and 25¢ Sunday seems inevitable," he said. "And management and union leaders are going to have to adopt a statesmanlike approach to productivity as a means of cutting costs."

Mr. Hall, who will retire as exec vp of the newspaper division of Field Enterprises (*Chicago Sun-Times* and *Daily News*) in December (AA, Oct. 9), came up through the circulation-management route, and speaks with first-hand knowledge of the problems.

■ A graduate of the U. S. Naval Academy, he was a partner in a Chicago accounting organization before he joined the *Daily News* as auditor in 1929. Two years later he became controller and assistant treasurer. He was named circulation director in 1941 and became general manager of the *Daily News* in 1952.

After the *Daily News* became part of Field Enterprises in 1958, Mr. Hall was elected exec vp of the newspaper division and director of the corporate board.

Mr. Hall told ADVERTISING AGE last week that the ultimate solution to newspapers' cost problems is development of a radically new way to produce a newspaper. But with no such means in sight, higher prices and increased labor efficiency will have to serve as a stop-gap, he said.

■ "We can't keep increasing ad rates," he added, "especially in a competitive situation. And even in cities where competition does not exist, advertising costs have to be kept to a point where the newspaper is profitable for the advertiser."

If a low-cost method for producing a newspaper is eventually developed, it might not only stem the tide of mergers and deaths among newspapers, but permit new publishers to enter the field, he said.

"It's virtually impossible for anyone to begin a metropolitan newspaper today," Mr. Hall observed. "Even if he could afford it, he couldn't possibly get a return on his financial investment.

"More competition would be good for the newspaper field," he added. He noted, however, that a considerable amount of money in competitive cities goes for circulation boosting and other promotion. (In Chicago, the *Sun-Times* competes with the *Tribune*, and the *Daily News* does battle with the Tribune Co.'s afternoon entry, *Chicago's American.*)

■ Great mechanical strides have been made in the mail room, and new stereotype methods have also helped trim costs. But major breakthroughs are needed in the composing room and press room, he said.

On the bright side—for newspapers—Mr. Hall said that national advertisers are beginning to "examine the results" of tv advertising, with a resultant shift toward newspapers. "There are a great many indications that many national advertisers are beginning once again to recognize newspapers as a great medium," he said.

The American Newspaper Publishers Assn.'s Bureau of Advertising is "doing a fantastic job" of selling the medium to national advertisers, he said. And such innovations as r.o.p. color are bringing new dimensions to newspaper advertising, he added.

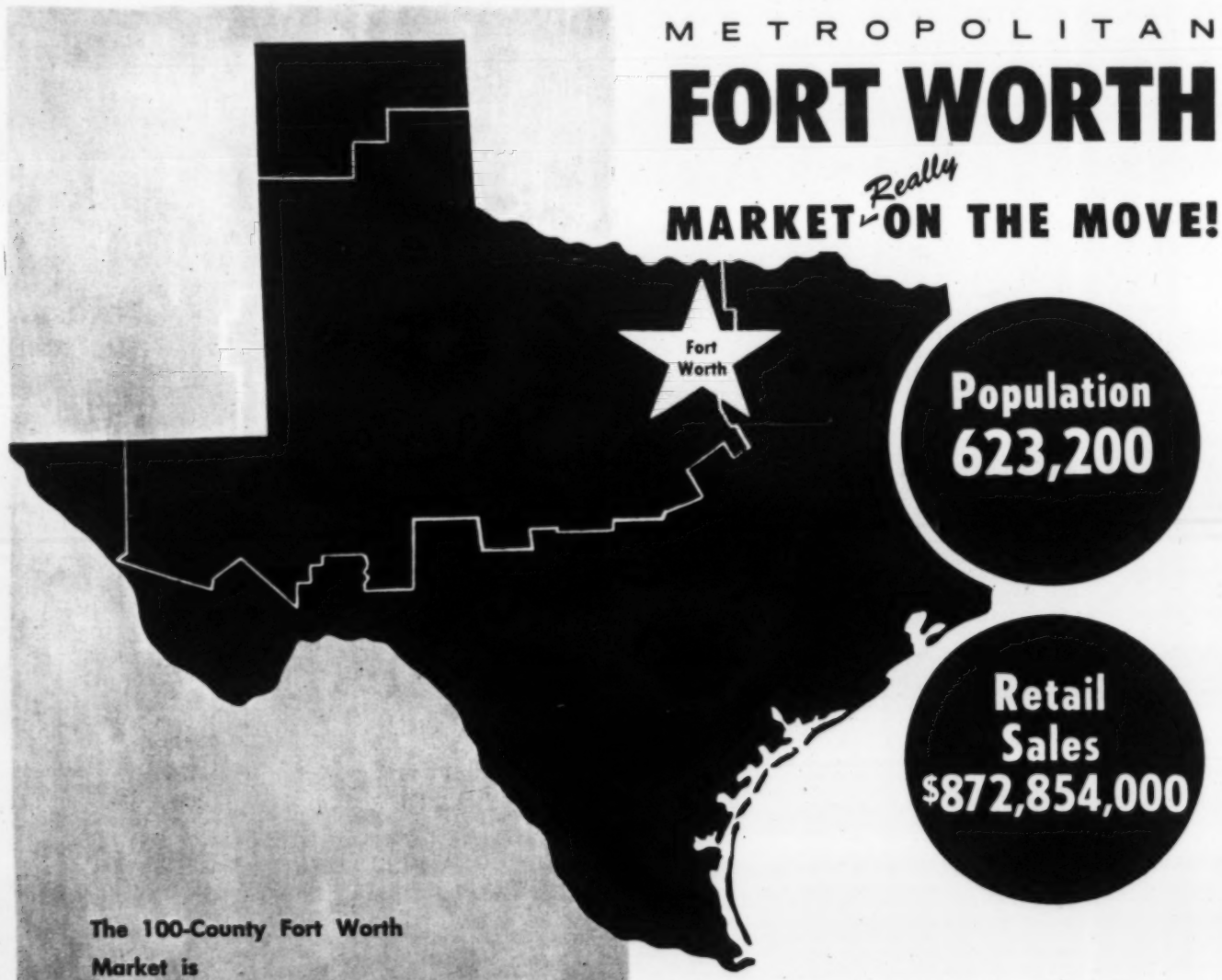
If Mr. Hall sounds somewhat unlike a man who is planning to leave the field, it is probably due to the fact that he will remain on the Field Enterprises board, though he and Mrs. Hall will move into their Fort Lauderdale "dream house" after December.

"In the last few months," Mr. Hall said, "as I thought of Chicago's winter and Florida's sunny climate, the 'career of retirement' became more and more appealing."

METROPOLITAN

FORT WORTH

Really MARKET—ON THE MOVE!



The 100-County Fort Worth Market is

BONUS COVERAGE

For your advertising dollar — for no other single medium in Texas can give you an average daily (M & E) family coverage in 98 wealthy West Texas Counties of 53.8%!

Sales Management's population figures for Metro Fort Worth, projected to 1/1/63, show an 8.7% increase over U.S. Census figures for 1960, indicating a consistently strong and growing market and placing Fort Worth 47th in the nation. Retail Sales, projected one year ahead, show a skyrocketing 12.8% gain over Sales Management's May 1961 figures, putting Fort Worth into 42nd place in the U.S. All of which prove that Fort Worth is the "Market REALLY on the move in Texas!"

Copyright Sales Management Nov. 10, 1961, "Marketing on the Move."
Source: ABC Audit, 3/31/61

FORT WORTH STAR-TELEGRAM

Amon G. Carter, Jr., Pres. & Nat'l Advertising Director
Ralph D. Ray, Nat'l Advertising Manager

LARGEST COMBINED DAILY CIRCULATION IN TEXAS

without the use of schemes, premiums or contests
"Just a good newspaper"

Baker Agency Adds Five

Baker Advertising Agency, Toronto, has added five new farm accounts: Canada Farm Show, Viobin (Canada) Ltd., Ontario Retail Farm Equipment Dealers Assn., International Ploughing Match, and the Elanco products division of Eli Lilly & Co. (Canada).

Eirinberg Opens Offices

Alan B. Eirinberg, formerly vp and account executive of Robert Snyder & Associates, has opened Alan B. Eirinberg & Associates, with offices at 360 N. Michigan Ave., Chicago. The company will specialize in sales promotion, sales training, packaging and point of sale display.

Oil Painting by Jan Obican Jugoslavia, Collection: Weightman, Inc.

WHAT'S HE SELLING?

It's easy to get attention with advertising. It's a lot harder to get that advertising to sell. Yet, the only function of an advertising agency is to move a client's product faster—at a profit. This is the star by which Weightman steers. It is the star that has beaconed four of our package goods clients to gains like these:

FIRST NINE MONTHS: 1961-1958

CLIENT	% Gain 61/60	% Gain 60/59	% Gain 59/58
"A"	36.3	33.6	14.5
"B"	10.0	34.2	14.2
"C"	40.1	26.0	37.7
"D"	39.7	18.3	New Account 1960

Such gains are not produced by waving a wand. They are produced by several factors. Very important is advertising that sells . . . not advertising that merely advertises. Naturally, we will be delighted to show you the advertising that has helped achieve this big pay-off. And to tell you more about us.

WEIGHTMAN, Inc. Six Penn Center Plaza Philadelphia 3, Penna.

women love to be wooed in the daytime!

And on NBC Daytime you can woo them in more ways than one!

That's why it works so well for such a wide range of advertisers. NBC Daytime flexibility accommodates individual needs and budgets. For example: Mounting a sales drive for a specific product? Follow the lead of Bon Ami. Use one or more of NBC Daytime's double crossplug shows, where the commercial pattern is designed to reach the widest audience. Each quarter-hour you sponsor provides commercial exposure on three different days. That way, your impact is spread to a maximum number of unduplicated homes. Want to create a dramatic promotion? Get the most excitement for your dollar with a short, concentrated burst on NBC Daytime. A paper products advertiser tried it. They used 12 different shows in a 30-day schedule. Result: 180,000,000 commercial

NBC DAY-TIME LINE-UP: 10:00 Say When • 10:30 Play Your Hunch (color) • 11:00 Price Is Right (color) • 11:30 Concentration • 12:00 Truth or Consequences • 12:30 It Could Be You (color) • 12:55 NBC News Day Report

impressions and a rousing campaign that captured dealer support throughout the trade. Interested in prestige and public service identity? NBC created a series of daytime specials for women that was greeted with wide acclaim. Purex is the sponsor. And now General Mills and Bristol-Myers identify themselves with the nation's news-leadership network by sponsoring NBC News Day Reports during the daytime. Do the greater part of your sales come at a particular time? Reader's Digest uses announcements once a month to publicize its new issue Choose a pre-buying peak promotion or a year-round campaign. Reach the 70 top markets or a full lineup of 170. NBC Daytime flexibility makes almost anything possible!

NBC Television is leader in the daytime!

NBC

2:00 Jan Murray Show (color) • 2:30 Loretta Young Theatre • 3:00 Young Dr. Malone • 3:30 From These Roots • 4:00 Make Room For Daddy • 4:30 Here's Hollywood • 4:55 NBC News Afternoon Report • 5:00 Kukla & Ollie

600 MINUTES OF COLOR TV COMMERCIALS PRODUCED BY J. WALTER THOMPSON

During 1959-60, J. Walter Thompson Company created and produced more than 600 minutes of Color TV commercials. The trend to Color is growing. Are you with it? Get the facts about Color TV now. W. E. Boss, Director, Color Television Coordination, RADIO CORPORATION OF AMERICA, 30 Rockefeller Center, New York 20, New York, Tel: CO 5-5900

Storer Offers Stations 'Freedom' Radio Tapes

Storer Broadcasting Co., Miami, is offering free to all radio stations the first tape of "Voices of Freedom," which includes 45 spots, each one minute or less, with famous Americans commenting on government, education, sports, industry, religion and show business. Storer radio stations produced the series in conjunction with Freedoms Foundation. The tape includes such personalities as Bob Hope, Jackie Robinson, J. Edgar Hoover, Sen. Barry Goldwater, Bob Considine and Gen. Curtis Le May.

Radio stations may obtain the tape by sending a $2 deposit to "Voices of Freedom," Freedoms Foundation, Valley Forge, Pa. The money will be refunded if the tape is returned within 45 days. A second and third tape will be released at 30-day intervals.

Delehanty, Kurnit Adds 2

Slant-Fin Radiator Corp., New York, manufacturer of hydronic baseboard radiation equipment, has reappointed Delehanty, Kurnit & Geller, New York, to handle its advertising after a three-year absence. Most recently the account was with James Elliot Russell Inc. Delehanty, Kurnit has also been appointed to handle Westminster Records division of Am-Par Record Corp. The agency handles Am-Par's other record labels.

SHE NEVER FORGETS—*The National Committee on the Observance of Mother's Day has created this color poster and other dealer aids for Mother's Day 1962.*

Virginia Dare May Try Comeback in '62

FRESNO, Nov. 7—Alta Vineyard, which last summer purchased the assets of Garrett & Co., including its Virginia Dare wine label, expects to revive the brand nationally within 12 months.

Kenneth Tribari, Alta ad manager, told ADVERTISING AGE the label will probably receive "substantial advertising support" in national media by the fall of 1962. Alta is as yet undecided, however, whether to use its local agency here, Furgurson Advertising, or to retain a national shop. "Several people have approached us on this and we've told them it's still too early to make a decision," he said.

Prior to its sale to Alta on Aug. 1, advertising for Garrett's various brands, including IVC California premium wines and Paul Garrett sparkling burgundy and champagne, was handled by MacManus, John & Adams.

■ Subsequently, the brands have been inactive, except for a small-space newspaper campaign for Virginia Dare in the Los Angeles market. As for the brand's future status, Mr. Tribari told AA the company was "up to its neck" establishing wholesaler contacts for the Garrett labels.

"We are still not indoctrinated in the brands, but we have hopes of reviving Virginia Dare—if not to its former level, then at least to a respectable national volume by next year," he said. #

Peter Frank Division Offers Discount Service

A new discount merchandise service is being offered by Richard H. Ullman Inc., New York, division of the Peter Frank Organization, to stations subscribing to its programming and production aid services. Called the "Soundsmanship Merchandising Plan," it will be offered at no extra charge to 375 stations buying "The Big Sound" or "Formatic Radio," and to country and western radio package subscribers.

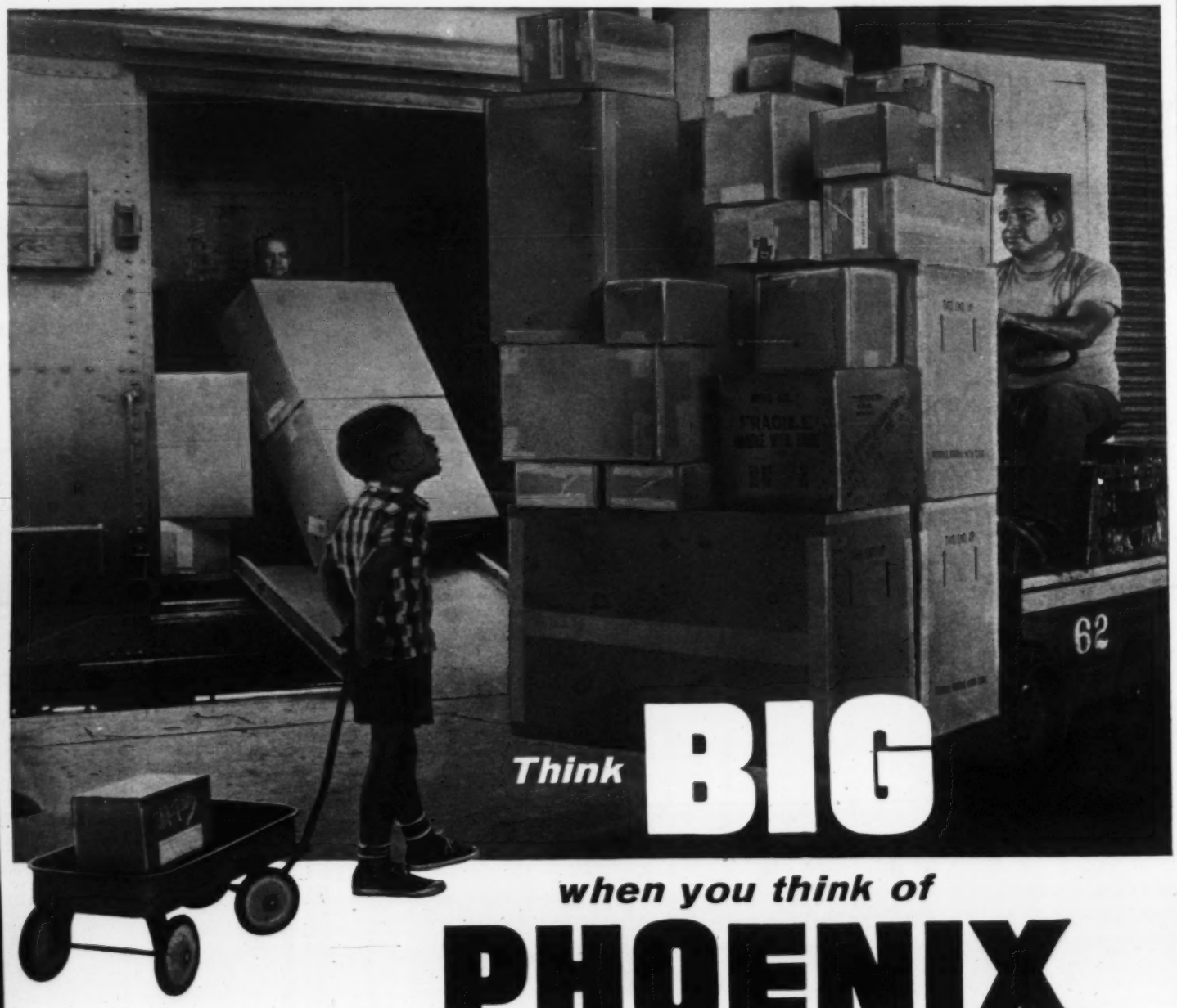
Three catalogs covering merchandise in three price ranges, one from 1¢ to 99¢ for premiums, will be sent to subscribers. Monthly and holiday specials will also be available.

Broughton Appointed VP

Charles Broughton, general manager and advertising director of Atlas Brewing Co. and Schoenhofen-Edelweiss Co., Chicago, has been elected a vp of Drewry's Ltd., U.S.A., South Bend, Ind.

Arizona Publicity Adds One

Arizona Publicity Associates, Tucson, in combination with Arizona Promotions, has been named to handle advertising and public relations for the Bank of Tucson.



Think BIG when you think of PHOENIX

Big boxes, little boxes, barrels, bags, crates . . . by the carload and trainload . . . tell the Phoenix growth story 24 hours a day! **Business activity continues to soar well above the national average.**

Metropolitan Phoenix accounts for **70%** of all the wholesale dollar volume transacted in Arizona. No wonder Phoenix is the largest commercial and distribution center between Los Angeles and Dallas-Ft. Worth. No wonder the excellent warehousing facilities, 2 railroads, 7 airlines and 30 trucklines are kept humming.

Fifty-seven cents of every retail dollar spent in Arizona BUYS in Metropolitan Phoenix! No wonder nine out of ten families read and respond to advertising in The Arizona Republic and The Phoenix Gazette.

THE ARIZONA REPUBLIC *Morning and Sunday* — THE PHOENIX *Gazette* *Evening*

WRITE OR WIRE NATIONAL ADVERTISING DEPARTMENT, BOX 1950, PHOENIX, ARIZONA. REPRESENTED NATIONALLY BY KELLY-SMITH CO.

THE WALL STREET JOURNAL
What's
Business and Finance
Tax Report
Special Summary and Forecast of Federal and State Tax Developments
THE MEDIUM THAT GIVES THEM MORE TO THINK ABOUT
IS THE MEDIUM YOU NEED
TO MAKE THEM THINK ABOUT
YOU

Ever wonder why a busy man will *make* the time to read The Wall Street Journal—every business day? Why he so often is "out" to everybody until he's finished it? Why he'll make a point of picking it up at the newsstand when away on a trip?

Let *him* tell you why:

"The Wall Street Journal gives me *ideas*. It moves me to take *action*. It's something I can *depend* on. It's *authoritative*. It helps me form *opinions* on important matters."

Those quotes are the consensus of Journal subscribers as reported by an independent study of readers' reactions to this medium. And in this study, The Journal rated higher than other measured media as scored by *their* readers.

The very least you want from your advertising is to make an impression. You can make that impression swifter and firmer in the medium important subscribers say is most important to *them*.

When you advertise your product or service, you hope the reader will accept your claim of *usefulness*. Acceptance comes easier through the publication the key executives say is the most useful medium to *them*.

In one field after another, advertisers volunteer the information that no other medium matches The Journal's responsiveness.

This is something to think about—when you want America's best business market to do more thinking about *you*.

THE WALL STREET JOURNAL

Published at: New York, Washington, D.C., Chicopee Falls, Mass. • Chicago, Cleveland • Dallas • San Francisco

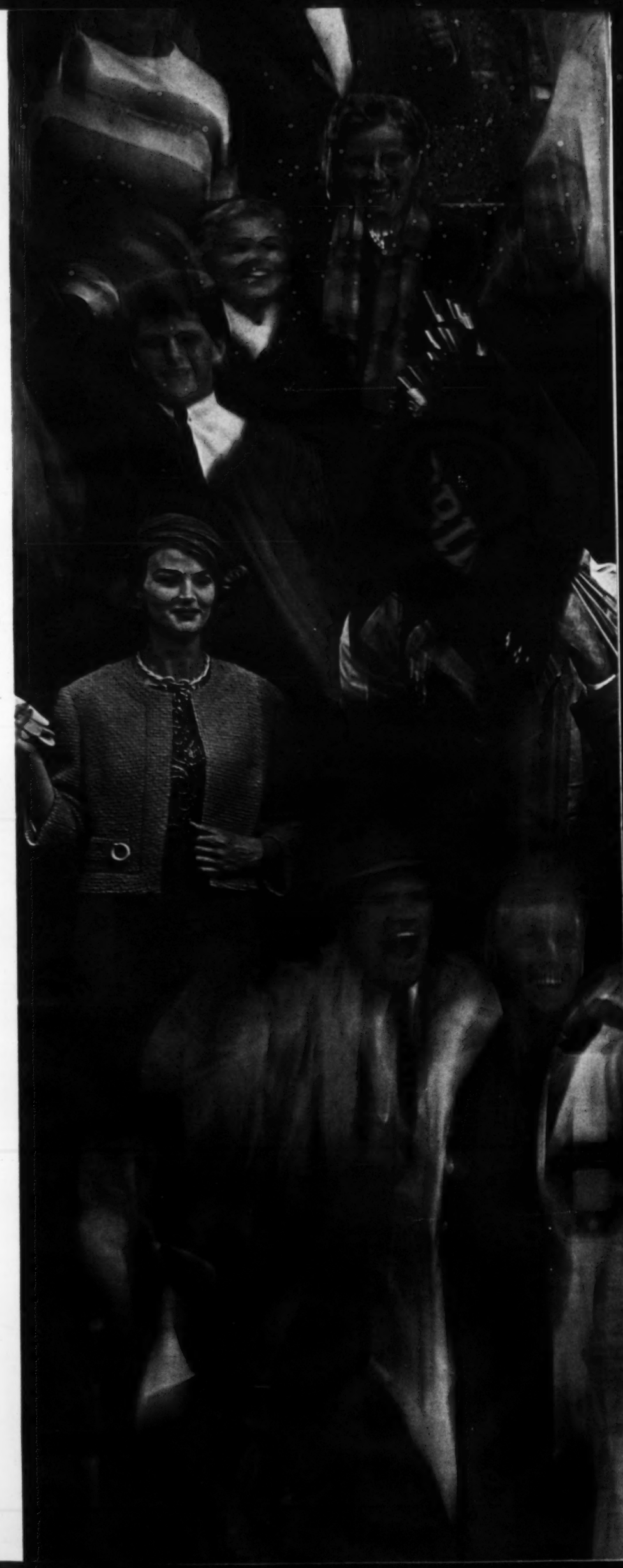
crowd pleaser

Ladies' Home Journal scores again with a new and bright array of visual tactics as distinctive as they are deft. Fashion that excites (as here); fiction that delights (Daphne du Maurier's latest this month); on every new leaf the graphic punch and solid substance which are helping the Journal outdistance the competition on the newsstands by a fast widening margin. Like to widen some margins of your own? Let the Journal carry the ball for you.

LADIES' HOME

JOURNAL

NO. 1 IN NEWSSTAND SALES AMONG WOMEN'S MAGAZINES



Photograph from the high-flying November Ladies' Home Journal / "Weekend Winners—Tweeds & Knits"

KRAFT BUYS COLOR TV FOR THE FIFTH STRAIGHT YEAR

Kraft knows from experience that Color commercials sell. What Color does for Kraft it could do for your product, too. Get the full Color TV story today. W. E. Boss, Director, Color Television Coordination, RADIO CORPORATION OF AMERICA, 30 Rockefeller Plaza, New York 20, New York, Tel: CO 5-5900

American Machine & Metals Adds Van Brunt for Corporate

American Machine & Metals, East Moline, Ill., has named Van Brunt & Co., New York, as the fourth agency on its roster. Van Brunt has been named to initiate American Machine's corporate advertising.

Other advertising for the company is handled by L. W. Ramsey Advertising Agency, Davenport, Ia.; Harris D. McKinney Inc., Philadelphia; and Babcock, Romer, Carberry & Murray, Philadelphia.

Dunlop Heads ABP Roundtable

Harold R. Dunlop, district manager of *American Machinist/Metalworking Manufacturing*, has been named president of ABP Sales Roundtable of Cleveland. John Moffly, *House & Home*, is 1st vp; Carl Melzer, *Fleet Owner*, is 2nd vp; and Robert A. Jack, Keeney Publishing Co., is treasurer.

ABP Editorial Awards Closing

Associated Business Publications is now accepting entries for the 1961 Jesse H. Neal editorial achievement awards from editors of ABP publications. Nov. 30 is closing date, Dec. 8 is judging day, and presentations will be made Jan. 31 at ABP's winter conference in New York.

Philip Morris Sees World Sales Potential of 4 Trillion Cigarets

LOS ANGELES, Nov. 7—Philip Morris Inc., which in the past two months made a significant inroad into the French cigaret business, sees an astonishing potential of 4 trillion cigarets a year in the free world market.

"This is our potential market for the international cigaret," Joseph F. Cullman 3rd, president, told the Society of Financial Analysts here last week.

He said cigaret consumption is growing faster outside the U.S. than within it, yet free world consumption is still only 20% of the U.S. rate. "Thus, if the whole world smoked at the per capita consumption rate we smoke here in the U.S., the figure is an astonishing 4 trillion-plus cigarets."

■ He boasted that the company's international division, which operates through subsidiaries and licensees in 11 countries and exports U.S.-made cigarets to over 100 other countries, has "a lead time on most of the tobacco industry in exploiting this market." The results are already evident, he added. Moreover, "Philip Morris is now the major cigaret company exporter of tobacco leaf."

Making a joint presentation with Chandler H. Kibbee, exec vp, finance, Mr. Cullman said the company had changed even more dramatically than the industry in the last decade. Philip Morris has now firmly established "high quality, fully competitive and outstanding products" in each major category. The company's products account for roughly 10% of the U.S. cigaret industry.

■ He said that about 53% of the market today is filter cigarets, as against 1% ten years ago. In 1950, five brands accounted for 90% of the market. Today, that share of market is made up of 15 brands.

Philip Morris's latest entry, king size Commander, introduced almost exactly a year ago, exceeded expectations, he said. Sales of Commander helped the Philip Morris name brand rack up the first half-year increase since 1950.

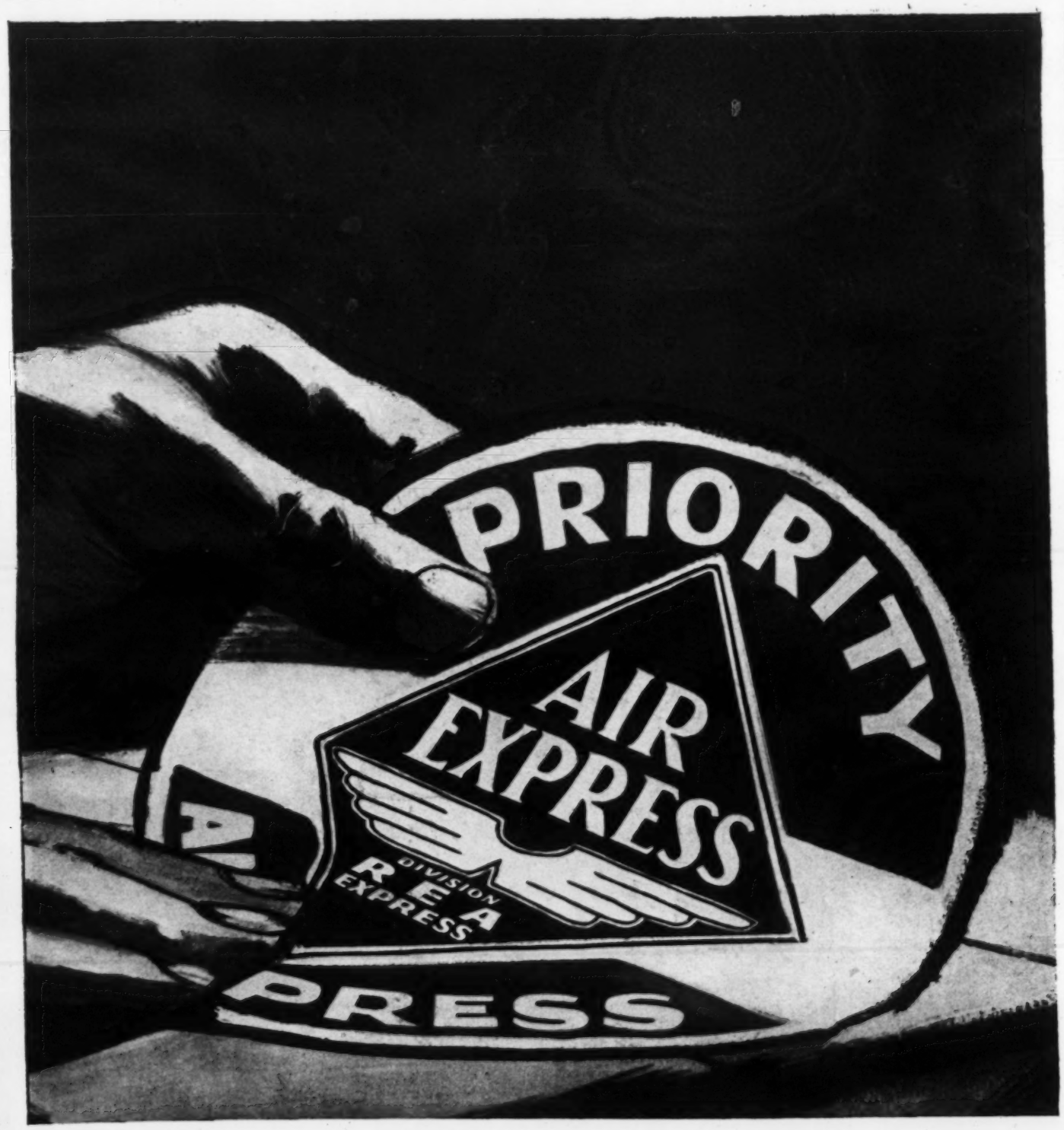
Mr. Kibbee predicted great growth in the next ten years. Historically, the rise in cigaret consumption parallels the point at which 18-to-24-year-olds enter the total population, he said, since those are the introductory smoking years. The low birth rates of the depression had resulted in a mere 2% increase in this group in the last decade. But in the next ten years, a bumper crop of postwar babies will mature, with the 18-to-24-year-old group swelling "a huge 52%." #

Medill Sets Ad Program

Medill School of Journalism of Northwestern University, Evanston, Ill., has established an advertising internship program in which outstanding students will work as paid employes in Chicago agencies and advertising departments. Medill initiated the program with the help of a grant from the Chicago Federated Advertising Club. This year, three graduate students will be working at Marsteller Inc.; Foote, Cone & Belding; and Abbott Laboratories International.

Jones & Taylor Adds McCray

McCray Refrigerator Co., Kendallville, Ind., manufacturer of refrigerated display and storage equipment for supermarkets and restaurants, has appointed Jones & Taylor, South Bend, to handle its advertising. The 1962 advertising budget has been estimated at $200,000.



Only this label can assure you of AIR EXPRESS priority service

Let's clear up a frequent misunderstanding: AIR EXPRESS is not a general term for all air freight. It's a specific air-ground shipping service: AIR EXPRESS Division of R E A Express. Many businessmen learn this the hard way. They assume that the famous AIR EXPRESS advantages of jet speed and door-to-door service apply to all air shipping companies. It just isn't so. There's only one way to be sure your shipment is first on, first off, first there—via all 35 scheduled U. S. airlines. Or gets kid-glove handling throughout the U. S. and Canada. And that's to be sure it gets this label. If it doesn't . . . it's not AIR EXPRESS.

AIR EXPRESS

CALL YOUR LOCAL R E A EXPRESS OFFICE FOR AIR EXPRESS SERVICE

buy all of asia or either of two regional editions

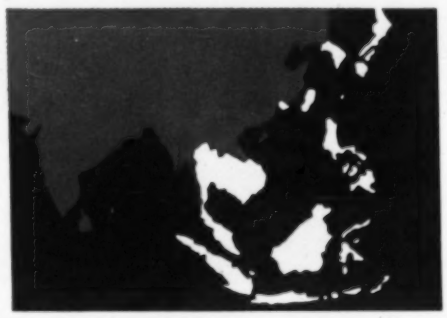
(or buy the full edition and get a free split-run)*

1

This is the market of the SOUTH ASIA EDITION (circulation: 330,000)

The market includes India, Ceylon, Burma, East and West Pakistan...a market where many billion dollars worth of goods and services are imported each year...a market where average personal income has shot up in the past decade (example: Burma up 400%). The ASIA Magazine's South Asia Edition blankets the area with 330,000 copies every week. And what do South Asia's educated, high-income business and government leaders think of this new weekend magazine distributed with the leading English-language newspapers? They're for it. This is *their* magazine. The first Intra-Asian magazine written exclusively to their interests. Item: first issue of October 1st was in such demand that in Burma The Sunday Guardian was being sold at four times its usual price. No more. We're now printing more copies for an increased Guardian circulation. It's no wonder that throughout all of Asia, The ASIA Magazine is delivering a 13% bonus to advertisers—over 730,000 copies in all—a bonus greater than the *total* circulation of the next leading magazine in the area. Buy the whole of Asia for $4100 a black-and-white page. Buy the South Asia Edition for only $1800. Know of a better buy?

2



This is the market of the FAR EAST EDITION (circulation: 400,000)

It's a big market that includes Hong Kong, Singapore, Malaya, Thailand, South Korea, South Vietnam on the continent; and the islands of Japan, Okinawa, Taiwan, the Philippines and Indonesia—one of the fastest-growing markets of the world. The ASIA Magazine is delivered to more than 400,000 responsive, able-to-buy Asian families in this area each week. Here, at last, is an audience that begins to be big enough to make *marketing sense*. And it's an audience that's responding to The ASIA Magazine's editorial format. Example: The Okinawa Morning Star Sunday edition is inserted *inside* The ASIA Magazine. Have you ever seen a magazine wrapped around a U.S. Sunday newspaper? The excitement that has been generated by The ASIA Magazine is understandable. All other international magazines circulating in Free Asia have been imported. The ASIA Magazine is an Asian magazine written *exclusively* for educated, intelligent Asians. Its fast-paced editorial pages, many in brilliant color, reflect a growing awareness of Asians for each other...an awareness of Asia's importance in the world today. In The ASIA Magazine you can reach this market for a cost-per-thousand far under any other magazine. The Far East Edition costs only $2700 a black-and-white page. No plates necessary. No charge for color separations. No charge for bleed. Can you beat it?

A weekend magazine supplement of
The Guardian of Burma
The Bangkok Post
The Times of Ceylon
The Hong Kong Tiger Standard
The Times of India
The Japan Times
The Korean Republic

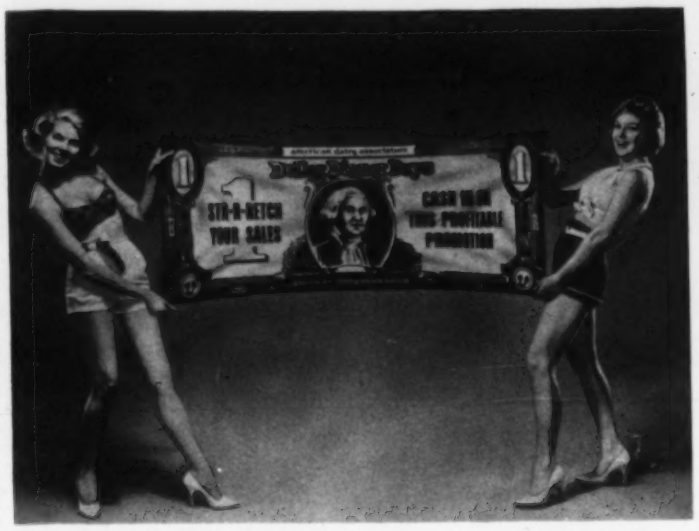
The China Post
The Straits Times
The Morning Star of Okinawa
The Djakarta Daily Mail
The Pakistan Times
The Morning News of Pakistan
The Manila Times
The Times of Vietnam

Offices in Hong Kong, Tokyo, Osaka, London, Frankfurt, New York and Chicago.

theasiamagazine

**effective January 7th issue*

Now....BUY A KING SIZE MARKET!
ONE LOW RATE BUYS BOTH
TWO SEPARATE NEWSPAPERS
EL PASO TRADE TERRITORY
24 Counties in West Texas
and Southern New Mexico
1960 RETAIL SALES
$811,283,000.00
Over $109 million increase over 1958
For Complete Coverage of this Market use
The El Paso Times
Morning and Sunday
El Paso Herald-Post
Evening
COMBINED CIRCULATION 107,206
EL PASO . . . CAPITAL CITY OF
THE FABULOUS SOUTHWEST



BUDGET DOLLAR—*These two models show dairies and grocers how to stretch a dollar to tie in with the second annual Dollar Dinners promotion during January-February, sponsored by the American Dairy Assn.*

Cosmography Brought Down to Earth

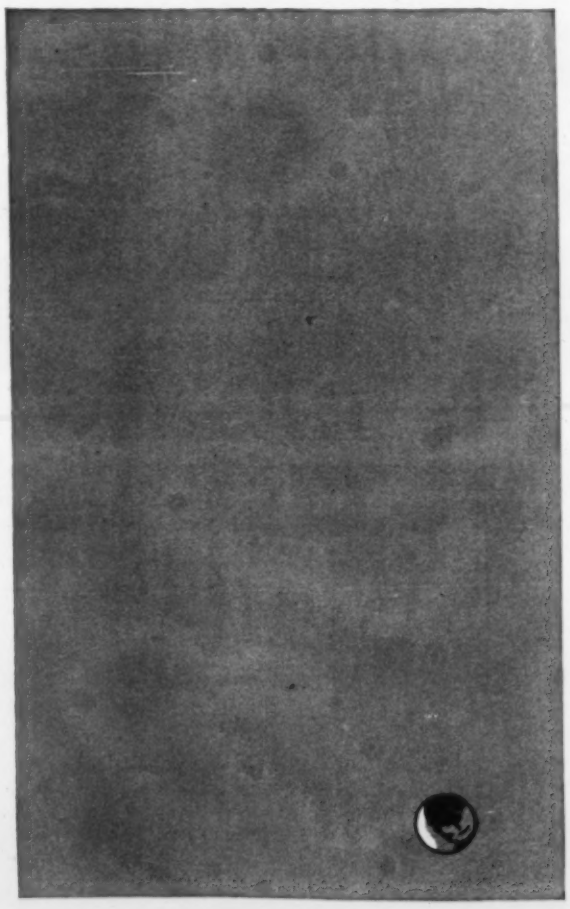
WE LIVE, we have it on reliable authority[1], on one planet of one star of some two billion in our (that's the editorial our) galaxy. These stars are billions of miles from each other. There are some billion similar galaxies which are quadrillions of miles apart. Between is space, probably empty.

Our earth is about 1/2,000,000,000,000,000,000 of the works.

That seems to be a suitably self-effacing framework for our next observation.

Only one station in television markets of three stations or more, U.S.A., Planet Earth, Our Star, Our Galaxy, surveyed by an equally reliable authority[2], had more than 50% of BOTH total homes and metro share. That station was WMT-TV, Cedar Rapids-Waterloo, CBS Television for Eastern Iowa, represented by The Katz Agency, Inc., affiliated with WMT Radio, K-WMT, Fort Dodge; WEBC, Duluth. How do you express that as a fraction of 1/2,000,000,000,000,000,000?

[1]Hubble Atlas of Galaxies.
[2]ARB, June '61.



No Agreement on Fees, Definitions, PR Group Reports

NEW YORK, Nov. 10—About the only generalization you can make about public relations counselors' fees is that you can't make any generalization.

The pr business not only has no set fee system, it displays no consensus about what constitutes a fee, a report soon to be issued by the Counselors' Section, Public Relations Society of America, says. The report is titled "Fees, Charges & Overhead in the Practice of Public Relations."

"No one seems to be able to define very clearly what a fee really is," the report says. "A counselor may think of his fee as clear profit (something charged for 'the use of the hall') . . . or he may think of the word fee as meaning the gross charge to a client, out of which all costs, including profit, must come.

"The word *retainer* is not much clearer. Some think of it in the old-fashioned sense, as money paid for 'availability.' Others think of it as a fancier word for fee."

■ But pr counselors generally agree about the elements that must be included in a cost statement if they are to remain in business, the report says. These are (1) cost of the staff used on a project; (2) executive time and supervision; (3) overhead costs; (4) out-of-pocket costs; and (5) a reasonable profit.

Thus, says the report, "there seems to be a growing recognition of the business side of public relations counseling and that the factors mentioned above need to be reflected in any kind of realistic statement to a client."

The report offers a small-comfort thought for pr men confused about the cost question: CPAs' practices vary widely, too. It quotes a booklet published some years ago by the American Institute of Certified Public Accountants: "The institute remarked at the start that a disturbing number of CPAs in public practice were deriving incomes which were below any 'reasonable standard'." #

Jones Promotes Knerler

A. R. Knerler has been appointed product advertising assistant of Jones & Laughlin Steel Corp., Pittsburgh. Mr. Knerler was formerly manager of advertising and marketing research of Jones & Laughlin's supply division at Tulsa.

Shapiro Adds Three Accounts

Alan M. Shapiro Advertising, Philadelphia, has been named to handle advertising for Talb Industries, Philadelphia; Pell Pharmaceuticals, Bala Cynwyd; and Waber Electronics, Philadelphia.

BUSINESS WEEK
A McGraw Hill Publication

Why cover girls don't like us

There's only one way a glamour queen can make the cover of BUSINESS WEEK—by becoming an important *business* figure.

For BUSINESS WEEK keeps its mind on business. Its weekly concern is with whatever in the world affects business decisions.

We admit this limits our audience. Housewives, barbers, doctors, dentists and musicians can't really use our publication.

Instead of cover girls, BUSINESS WEEK offers *coverage*—of America's most influential business executives.

You can reach the most concentrated audience of *management men* in BW's pages. Your dollars won't be diluted by thousands of subscribers outside the management sphere. You won't pay for movie fans, farm hands, or jazz bands. You'll be buying the simon-purest audience of management people in all publishing.

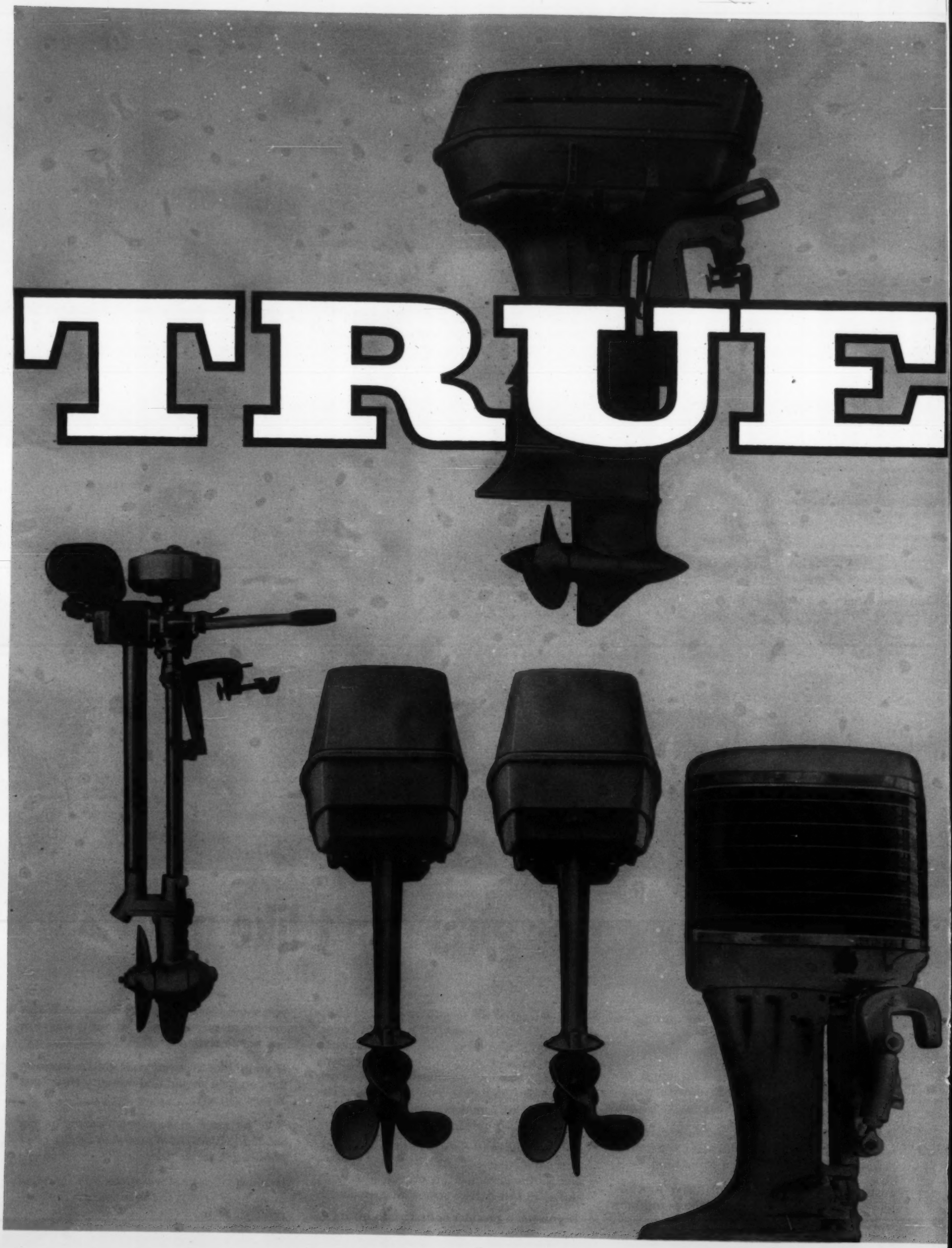
Because not only does BUSINESS WEEK *attract* management men—its circulation policy *rejects* almost all others. Last year alone, 13,133 subscriptions were declined.

If you sell a product or service to business, you should investigate why BUSINESS WEEK reaches management more directly and with less waste than any other magazine.

If you'd like to see *all* your dollars working for you, you should find out why BUSINESS WEEK can say:

You get more management readership per dollar in BUSINESS WEEK *than in any other publication in the field.*

In short, if your story appeals to management men—tell it in the magazine that appeals to them.


TRUE

is first

The readers of True—the world's largest man's magazine—own outboard motors valued at over $200,000,000.

$1.00 in True—in 1962—will reach 40 outboard motor owners—more than in Life, Look or the Saturday Evening Post.

ASK YOUR ADVERTISING AGENCY WHAT TRUE CAN DO FOR YOU

A FAWCETT PUBLICATION

There he is - the man you try to reach – the man in a key position – the man you want to do business with in West Germany. He's almost as close to you as your nearest telephone. He's easy to reach through Der Spiegel.

DER SPIEGEL

The media for advertisers who mean business the world over.

Der Spiegel, the only weekly news magazine on the Continent, is read by 83% of management in West Germany. Der Spiegel has more political and economic impact than any other German publication – every week, 52 weeks a year. For a flying start in Europe one has to use Der Spiegel.

For further information write in English to

DER SPIEGEL
Advertising Division
1, Speersort, Pressehaus
Hamburg 1, West Germany

Connolly Bailey Chirurg Marple

AWARD—*James Thomas Chirurg, vice-chairman of the board of Chirurg & Cairns, presents an advertising fellowship award to Robert Bailey. Presentation of the award for a year of graduate study at the Harvard Business School was made at a Boston Advertising Club luncheon. Standing by are James M. Connolly, president of the club, and Wesley W. Marple Jr., assistant dean of Harvard University. Mr. Bailey is a graduate of Wesleyan University.*

British Admen Not Keen on Potential of Early Radio, New Broadcasting History Says

By Mark Random

LONDON, Nov. 8—In the early days of broadcasting in Britain even the advertising business did not seem keen enough to fight for commercial radio.

This is shown in a book published here this week, the first of four volumes on "The History of Broadcasting in the United Kingdom" by Prof. Asa Briggs (Oxford University Press: 42 shillings).

Arthur Burrows, a pioneer with British Broadcasting Corp., early and with rare foresight postulated the advertising potential of the new medium, though he did not approve of it. As early as 1918 he wrote:

"There appears to be no serious reason why before we are many years older, politicians speaking say in Parliament should not be heard simultaneously by wireless in the reporting room of every newspaper office in the United Kingdom . . .

■ "The same idea might be extended to make possible the concert reproductions in all private residences of Albert Hall or Queen's Hall concerts, or the more important recitals at the lesser rendezvous of the music world . . .

"Such departures would expose us, of course, to all sorts of logical but unwelcome developments.

"There would be no technical difficulty in the way of an enterprising advertisement agency arranging for intervals in the musical program to be filled with audible advertisements, pathetic or forceful appeals—in appropriate tones—on behalf of somebody's soap or tomato ketchup."

The musical programs he envisaged soon came to pass—sponsored in many instances by newspapers. Among the earliest to appreciate the possibilities of the new medium was newspaper tycoon Lord Northcliffe. His *Daily Mail* sponsored a broadcast in June, 1920, featuring Dame Nellie Melba.

■ She broadcast from the experimental broadcasting station set up in the Marconi plant at Writtle, which was on the air more than two years before the original BBC—a consortium of manufacturers of radio receivers which operated under license from the General Post Office.

Melba's voice was heard by listeners all over Europe, and as far afield as St. John's, Newfoundland. She later described it to newsmen as "the most wonderful experience of my career."

The Melba broadcast, which caught the imagination of the small but intensely enthusiastic radio audience of the time, was "a turning point in the public response to radio," says Prof. Briggs.

Shortly afterward, Marconi was given permission to broadcast from the center of London for up to an hour a day, either between 11 a.m. and noon or between 2 p.m. and 4 p.m. The call sign of the station: 2LO. This was later to become the first station in the BBC's chain.

Over this station the *Daily Mail* arranged a commentary on a boxing match.

In those early days there were other sponsored broadcasts. In 1923, the first official committee to investigate British broadcasting, the Sykes Committee, heard Lord Riddell, proprietor of the *News of the World*, criticise the BBC for transmitting a concert sponsored by Harrods, a London store.

■ A Post Office official, F. J. Brown, suggested that it would be rather a tall order for the Postmaster-General to forbid the company "to accept a concert of a character markedly superior to that which they could themselves provide out of their present comparatively limited resources, merely because the giver announced in the newspapers beforehand that he was giving this concert."

In fact the agreement between the Postmaster General and the company specifically permitted sponsored broadcasts of this kind and eight were given in 1925. Mostly the sponsors were newspapers and periodicals.

As late as 1924 the idea that broadcasting might be run on commercial, competitive lines was still being kept alive by some sections of the press, although the BBC had got off to a flying start.

■ An application by the *Daily Express* for a license to operate a radio service was turned down by the Postmaster General and the paper campaigned vigorously for freedom of the air.

Prof. Briggs' book makes clear that several pressures kept advertising off the air in Britain—except for commercial programs beamed from abroad.

The comparative indifference of the press, public opinion and Parliament was a dominant factor. Any or all of these might have brought stronger pressure to bear.

It was left mainly to a few enthusiasts and the ever cautious Post Office to develop the new medium; few others apparently cared what happened so long as their own special interests were taken care of.

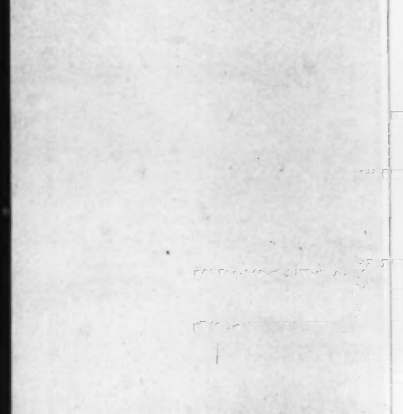
■ The result was that in 1926 British Broadcasting Co. was transformed into the British Broadcasting Corp., a government-controlled organization, and given a monopoly of broadcasting in Britain. Not until 1955 was this monopoly to be broken, when Britain introduced a commercial television service, still euphemistically called "independent television" here.

Prof. Briggs' book also makes it clear that—amazing as it seems today—the techniques for starting a public radio service existed for many years before anyone saw the point of using them to this end. The idea that wireless, as it was called, was more than just a scientific toy, took a long time to catch on.

And even when the authorities finally bowed to the pressure of enthusiasts for a radio service, there was still the problem of how to finance such an operation.

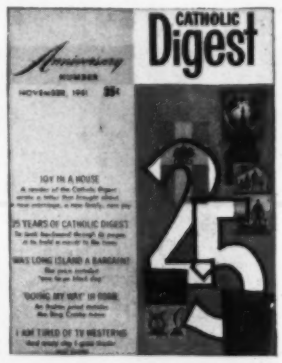
■ The suggestion that advertising might provide the revenue—as it did for newspapers and magazines—inevitably came up. But the results of commercial radio in the U.S. were held up as a deterrent to introducing anything of the kind in Britain—just as years later American tv was used as an argument against the introduction of commercial television here.

And, the book says, when it came to the showdown, even the advertising business did not seem keen enough to make an issue of it.



The cover story of Der Spiegel No. 42 deals with »U.S. Investments in Europe«. We have mailed a translation of this cover story to all U.S. agencies we know. If you are interested in this article, please contact your agency or us. You will receive a copy by return mail.

Ask our reps . . .
Harrington, Righter and Parsons
. . about the **naturally rich** KSLA-TV market.



"SPECIAL INTEREST" MAGAZINE OF
AMERICA'S FASTEST-GROWING FAMILY MARKET

Total Catholic households are growing twice as fast as all others – over 35% increase in 10 years, compared to 16.6% U.S. average! CATHOLIC DIGEST, over 750,000 net paid, is edited for thorough family reading . . . contains 25 to 30 articles each month from the world's finest magazine, newspaper and book sources. At $1.75, CATHOLIC DIGEST'S cost per 1000 is one of the LOWEST in the entire magazine field. To sell MORE to *more households*, get all the facts on this special-interest publication.

CATHOLIC DIGEST
Advertising Office
44 E. 53rd St., New York 22, N.Y.
Telephone PLaza 3-0828

Ask the Sawyer-Ferguson · Walker man about the Register-Guard's volume and frequency discount rate.

The Eugene Register-Guard will deliver your sales message to 81% of the Households in the Eugene standard metropolitan area.

√ full color facilities . . . and reasonably priced

Represented nationally by **Sawyer Ferguson Walker**

Eugene Register-Guard

Woody says: They're cleaning up in Central Illinois with

RED CARPET* ADVERTISING

*Red Carpet Advertising? It's a clean sweep with advertising plus down-to-earth local merchandising. Here's how it works: 1. We send direct mail to retailers inviting local tie-in ads. 2. We follow up with personal calls. 3. We send you a written report. Mail your ad or come in person, the "Red Carpet" is out. Combine this hard-hitting plan with a $233,000,000 market in Illinois' 7 richest counties; incomes 20% above average; balanced industry, farm, education. It's the ideal market right in the heart of the golden Central Illinois corn belt.

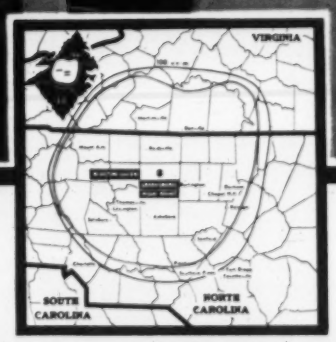
R.O.P. Spot Color--plus Full Color (black and 1, 2, or 3 colors Daily and Sunday)

BLOOMINGTON-NORMAL, ILLINOIS **Pantagraph**

Represented by: Ward-Griffith Co., Inc.

SHOWCASE—*P. Ballantine & Sons, Newark, N.J., is among the first users of General Outdoor Advertising Co.'s "golden showcase" panels, which combine two standard panels either vertically or horizontally. William Esty Co., New York, is the agency.*

PERSONALITY AT WORK!



Take one full measure of cooking skill, add a portion of showmanship and a dash of humor . . . You have the recipe for Cordelia Kelly's enduringly popular cooking show. Cordelia, WFMY's Home Economics Director, here enjoys a grocery store chat with one of her viewers. She talks with many of her TV friends in person, and to thousands *of them by mail. Women everywhere in WFMY's coverage area of 466,640 TV homes feel that Cordelia is their "next neighbor", and they love to trade kitchen talk with her—3,000 wrote requesting her recipe for German chocolate cake. Her mail also includes just plain fan letters. A woman over near Chapel Hill wrote, "You've taught me more about cooking through TV than I ever knew before." In the nation's 44th television market "Mom's cooking" wouldn't be that good if it weren't for Cordelia Kelly.*

CHANNEL 2 CBS

wfmy-tv

GREENSBORO, N.C.

"Now In Our 13th Year Of Service"

SEAL OF GOOD PRACTICE Represented by Harrington, Righter & Parsons, Inc.

SERVING THE PROSPEROUS PIEDMONT

Discounters Won't Hurt Food Business Too Much: Grimes

CHICAGO, Nov. 7—The discount store is going to succeed, "but it won't hurt the food business to the extent that some people fear," according to Donald R. Grimes, president of Independent Grocers Alliance (IGA).

Discount operations will succeed, Mr. Grimes told a meeting of the Chicago chapter of the American Marketing Assn., because "discounters will put all types of merchandise under one roof and reduce costs to a point where these big shopping centers won't be able to compete."

But an "organized individual retailer will never go out of business if he has good people working for him and provides good public relations to get people to want to come into his store," Mr. Grimes added.

He said IGA provides its 5,000 individual store owners with "everything the chains offer. Added to that is the fact that the man owns his own store, and you can't beat that type of management."

Mr. Grimes said the food chains' share of the food market has leveled out at about 39%, while organized independents account for 48% and unaffiliated stores have about 13% of the market. #

Star Boosts Shepard, Brown

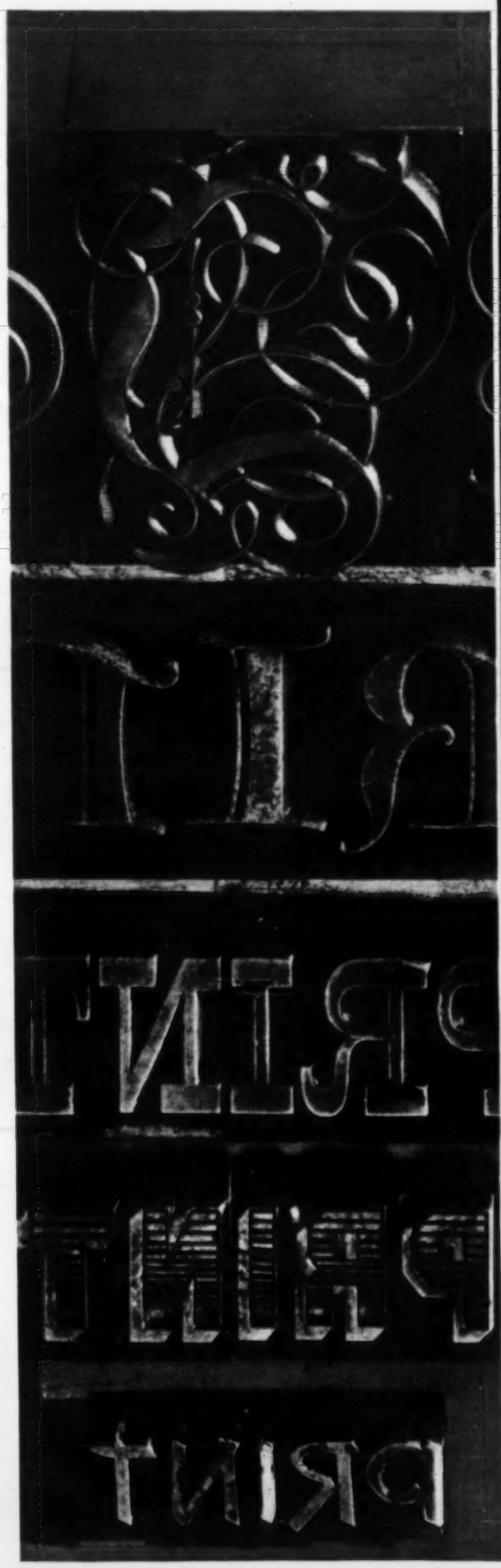
Star Stations, Omaha, has appointed Steve Shepard exec vp and member of the board of directors of KOIL, Omaha, and has appointed Steve Brown vp of KOIL, Omaha; and KISN, Portland, Ore. Mr. Shepard was formerly vp and general manager of KOIL. Mr. Brown, who has been with the stations for the past three years, will continue as national program director of the two stations.

KFWB Boosts Two

KFWB, Los Angeles, has promoted James F. Simons from Los Angeles station manager to general manager, and has advanced Robert E. Sharon to the new post of general sales manager. Robert M. Purcell, president of Crowell-Collier Broadcasting Corp., formerly handled the general managership of the station.

Razdow, Trio Name Keyes

Razdow Laboratories, Newark, manufacturer of electronic instruments and optical sensing systems, and Trio Laboratories, Plainview, L. I., manufacturer of vacuum tube voltmeters, have appointed Keyes, Martin & Co., Springfield, N. J., to handle their advertising.



Illustrator: A demonstration of the graphic power of photography and print by Pierson Long of Shigeta-Wright Associates, Inc., Chicago, a prime source of photography for national magazine advertising.

the little soldiers of a conquering army

At a time when some men cast lead soldiers for kings to play with, one man cast letters of the alphabet for men to fit together into words, sentences, and books. With this tiny army, men overcame illiteracy and ignorance and mastered the world for knowledge and education. The boundary between the ancient and the modern worlds is marked by the invention of print more than half a century before Columbus discovered America. The new world that he discovered was first publicly reported in print, and since then all of the world's discoveries and inventions . . . the ideas that created new nations, shaped sciences and arts, generated industries . . . were first given common currency in print. No victory won by human art was ever more complete or profitable for mankind. And no method of communication is basic, permanent, and powerful as print.

In our own field of fine photoengraving for letterpress and gravure, we have represented for more than a quarter century the progress of print as a medium for national advertising. We have participated in many advances in the quality of reproduction in America's national magazines, and we know that there is no limit to progress in the more effective use of print for national advertising. To express our faith in America's national magazines as basic media of communication, we have sponsored this series of advertisements . . . developed in collaboration with some of America's leading art directors, illustrators and photographers.

America's finest photoengraving plant
for letterpress and gravure
333 West Lake Street, Chicago

COLLINS, MILLER & HUTCHINGS, INC.

[Advertisement]

[Advertisement]

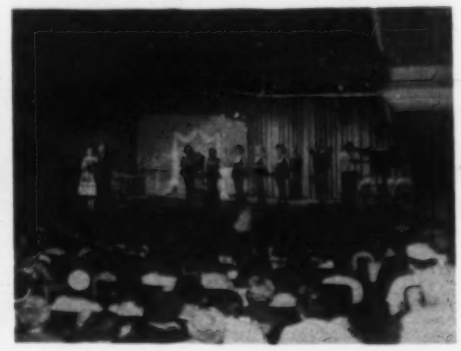
Queen for a Day

PHOTO REVIEW OF THE WEEK

Queen for a Day originates live from Minneapolis, saluting the 1961 Aquatennial as guest of National Food Stores.

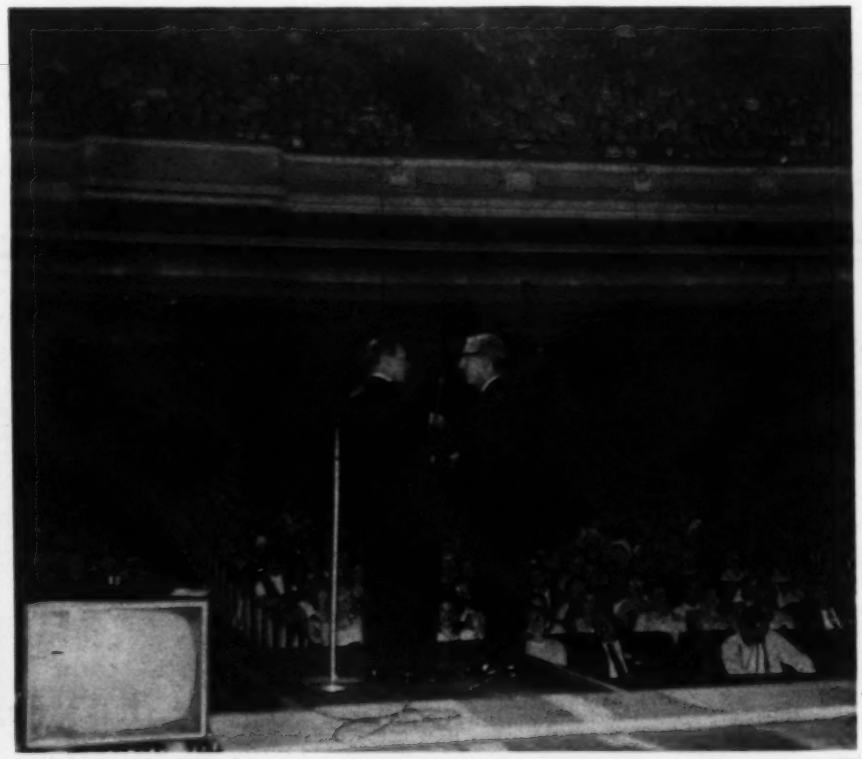
Queen Charlotte Dietal wished for a used tractor. An official of the Minneapolis Moline Company saw this show and the next day we surprised Queen Charlotte with a new $3,000 Moline Tractor.

Aquatennial officials assist Jack Bailey in the crowning of the first Queen elected in Minneapolis. From left to right are Mark Spinner, President; Onan Thompson, Commodore; Marvel Zaske, Queen For A Day; Jack Bailey; Judy Mellin, Queen of Aquatennial.

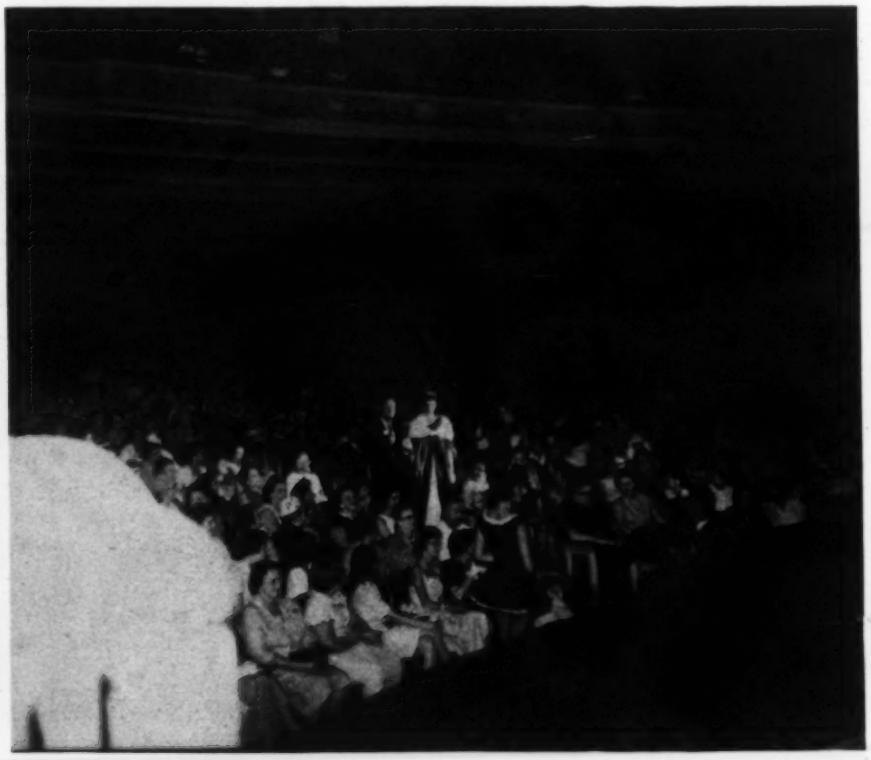


Lovely Jeanne Cagney and her beautiful fashion models were a big hit with the Minneapolis audience.

Fifteen thousand ladies, three thousand each day for five days, line up three hours before doors open at Orpheum Theatre in Minneapolis to see Jack Bailey and Queen For A Day.

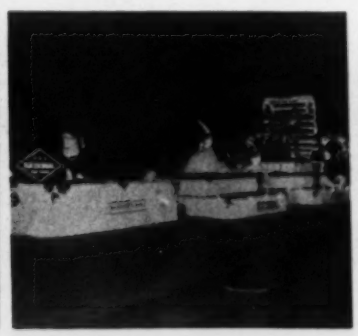


Jack Bailey and Gene Baker entertain during warm-up of Queen For A Day show to capacity audience of three thousand ladies each day at the Orpheum Theatre in Minneapolis during Queen For A Day's salute to the 1961 Aquatennial.



Judy Mellin, Queen of Aquatennial, assists Jack Bailey in opening Queen For A Day show. Three thousand ladies fill the Orpheum Theatre to capacity each day.

Queen For A Day's famous gold Lebaron Limousine travelled 2,000 miles from Hollywood to be in the Aquatennial Torchlight Parade. Riding in the limousine are Jeanne Cagney, fashion commentator, Gene Baker, announcer, and Mrs. Lou Fahlberg.



National Food Stores' beautiful "Queen For A Day" float was one of the hits of the parade. Riding on the float are three local princesses, the Queen For A Day and Queen For A Day fashion models.

Jack Bailey was Grand Marshal of the world famous Aquatennial Torchlight Parade. 750,000 people line the streets to see Bailey and this two hour parade in person. Riding in car with Bailey is Lou Fahlberg, Division Manager for National Food Stores.

Jack Bailey borrows trombone from marching band and starts a jam session while waiting for Torchlight Parade to begin.

$25,000 blow out—the Grand Marshal's car in which Jack Bailey was riding was equipped with a set of new plastic experimental tires. Near the end of the parade, one tire blew out. Bailey finished parade riding a police officer's three wheel motorcycle.

[Advertisement]

These ads—two double trucks—and two full pages—a total of 1,265,328 lines—run by National Food Stores through 87 newspapers.

[Advertisement]

National Food Stores' in-store promotion featuring Queen For A Day and values fit for a Queen was displayed in 128 stores in a five state area.

Used were 12,000 shelf talkers, and 3,300 stack cards featuring more than 100 products. Store managers reported increased sales on all products featured.

Queen for a Day

740 six-foot window banners and caricatures of Jack Bailey were displayed in the front windows of 128 National Food Stores for a period of five weeks.

2½ million special Queen For A Day shopping bags were used by National. Employees used 3,000 auto bumper strips and wore Queen For A Day crowns.

Jack Bailey tests an experimental run of cookies in the kitchens of General Mills—with not one, but three Betty Crockers . . . sweet???

Jerry Souers, General Mills' Director of Media and Shows, gives the commercial to Bailey . . . Bob Temple looks on.

Queen for a Day

Are you a food chain? Are you a Chamber of Commerce or civic organization? Do you want nationwide promotion of your city or state, civic event or celebration of any kind? If so, contact Queen for a Day. Phone or wire:

Robert C. Temple, President
Queen for a Day
6233 Hollywood Boulevard
Hollywood 28, California
HOllywood 6-2164

Queen for a Day—Coast to Coast—ABC Television
3 PM Monday thru Friday

Live Queen for a Day combines with Aquatennial for big July Week in Minneapolis. When Queen for a Day travels, 25 people come from Hollywood, 15 people are supplied by the local ABC-TV station, and 25 people are supplied by the local theater or auditorium. The workday begins at 6 AM and ends no less than one hour after the show goes off the air. Jack Bailey, Jeanne Cagney and Gene Baker are actually on stage, working in front of the audience for 2 to 2½ hours, beginning with the warm-up and ending with picture-taking of the Queen. In addition to this broadcast schedule, Queen for a Day on-tour maintains a routine similar to this:

MONDAY—Will Jones, Minneapolis Tribune, breakfasts with Bailey in hotel suite and stays with Jack five hours to learn personally the Queen for a Day operation. Next day, his entire column is devoted to Queen.
9 AM—Amy Birdsall, St. Paul Dispatch, interviews Jeanne Cagney.
10:30 AM—Mary Jo Show, KMSP-TV—Jack Bailey and Jeanne Gagney broadcast interview.
12 Noon—Forrest Powers, Minneapolis Star TV Editor, interviews Jack Bailey.
12:30 PM—Barbara Flanagan, Minneapolis Star women's editor, interviews Jeanne Cagney.

TUESDAY—12 Noon—Aquatennial Queens Review luncheon attended by more than 1,200 ladies—Jack Bailey and Jeanne Cagney, guests of honor.

WEDNESDAY—9:30 AM—Gareth Hiebert (Oliver Towne), St. Paul Dispatch, interviews Jack Bailey.
12 Noon—Mayors Wives luncheon—500 in attendance—Jeanne Cagney, guest of honor. All 500 came by bus caravan to Queen for a Day broadcast.
12:20 PM—NBC's KSTP-TV "Treasure Chest" show—Jack Bailey broadcast interview.
5:30 PM—Aquatennial Mayors Day dinner attended by more than 500 mayors and 1,200 civic leaders—Jack Bailey, guest of honor.
7:30 PM—Aquatennial pre-parade show at Parade Stadium attended by 22,000 people—Jack Bailey makes guest appearance, joins jam session.
8:30 PM—Aquatennial Torchlight Parade viewed by more than 750,000 spectators—Jack Bailey, Grand Marshal.

THURSDAY—8:30 AM—At BBDO staff meeting, Bob Temple, president and Harry Mynatt of Queen for a Day tell staff of 28 how food chains (National, Kroger, Safeway) promote Queen for a Day travel originations and how these travel promotions benefit Queen for a Day advertisers.
12 Noon—Minneapolis Rotary Club—Bob Temple, Queen for a Day president, talks on value of Queen for a Day origination as civic promotion.

ARE YOU A FOOD CHAIN?

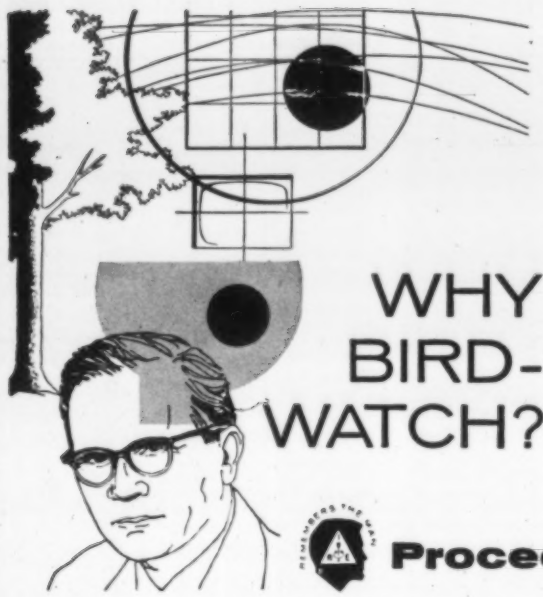
The following is a quote from a letter written by Queen for a Day's host, Tom Henritze, Safeway Denver Division Manager:

"We, in the Denver Division of Safeway, are humble in thinking of the fine program, Queen for a Day, originating in Denver for our thousands of customers in the Rocky Mountain region. The appreciation expressed by State and City officials and civic leaders for the promotion of the Colorado Centennial, across the nation, has been very gratifying to us."

This, from Donald E. Lentz, Manager, Advertising & Sales Promotion, Kroger, Cincinnati:

". . . the Queen for a Day visit to the Queen city (Cincinnati) . . . a tremendous success. We have received many favorable comments from both our Kroger people and our customers. We at Kroger certainly look forward to a similar promotion in 1961."

From Lou Fahlberg, National Food Stores, Minneapolis: "A sincere thank you for the excellent manner in which you and your people projected yourselves on Queen for a Day to the full benefit of National Food Stores, Inc., Minneapolis Division. We enjoyed every moment of the great event and we feel that Queen for a Day helped us immeasurably in getting back to normal after a costly strike."



WHY BIRD-WATCH?

Day and night, IRE electronics engineers are among the thousands of people who "bird-watch"—who follow, with the aid of telescopes and electronics instruments, the paths of rockets and satellites that streak across our sky.

This bird-watching is vital to our nation's defense. But it is important, too, to keep an eye open at ground level—for tanks, and guns, and armored cars, and motorized infantry. Television is being used more and more for military reconnaissance, and its effectiveness has been substantially increased by the researches of Peter C. Goldmark, of CBS Laboratories. At the same time, Mr. Goldmark has used his knowledge of TV to help us defend ourselves against other deadlier enemies—anti-bodies—by making possible the use of television in medical education.

Like other IRE members, Mr. Goldmark works continuously in a world of pure and abstract science, and again, like his colleagues, he relates his research to the world around us, to make a better life possible for all. The IRE salutes him with the Vladimir K. Zworykin Award for 1961, and commends to your attention the tremendous IRE membership of professional electronics engineers, whose zeal, intellectual ability and devotion to duty Mr. Goldmark so typifies.

The researches and findings of electronics engineers of Mr. Goldmark's calibre are published each month in *Proceedings of the IRE*. Your ad in *Proceedings* associates your company with a publishing project that benefits all mankind.

Proceedings of the IRE

Adv. Dept., 72 West 45th Street, New York 36 • MUrray Hill 2-6606

IN
PORTLAND
OREGON

THEY EYE IT_____

AND BUY IT_____

ON

KOIN TV_____

KOIN-TV is Portland's *resultful* station because it reaches 7 of every 10 homes in a rich 34 county area, with highest ratings (see latest Nielsen).

Represented Nationally by
HARRINGTON, RIGHTER & PARSONS, INC.

Getting Personal

Arthur H. (Red) Motley, publisher of *Parade* and chairman of the board of U.S. Chamber of Commerce, will be the featured speaker at the annual dinner of the Chicago Heart Assn. Nov. 16 . . .

Bart Cummings, president of Compton Advertising, has accepted the chairmanship of the advertising, publishing and entertainment division of the 1962 Lunch-O-Ree for the Greater New York Council of the Boy Scouts of America . . .

Lillian Adelaide Sharp of *Time* magazine and **William Hoag Jr.** of Young & Rubicam have announced their engagement . . . Frances Isbell and **George Beavers 3d** of Broadcast Time Sales will wed in December . . . **Maureen Daly,** time buyer, Fuller & Smith & Ross, Chicago, will marry William Geimer, who is completing his law course at Northwestern University, on Nov. 18 . . .

Waldo L. Gundlach, vp and account supervisor of Erwin Wasey, Ruthrauff & Ryan, Chicago, is teaching a 16-week fall term course in advertising problems in Northwestern University's evening division program. The course is designed for advanced students who have completed courses in general advertising, copywriting and layout . . .

EUROPEAN TOUR—*Winner of a recent sales contest of Family Weekly representatives, Russell L. Sparks of the supplement's Chicago office boards a KLM Airlines plane at New York with his wife Frances. They will spend two weeks in Europe visiting Holland, Belgium and France.*

Winning a ribbon in the F.E.I. jumping class in the Silver Stable horse show in Racine Oct. 22 was **Doug Smith,** advertising and merchandising director of S. C. Johnson & Son, on his grey "High & Mighty" . . .

Charles Dixon, of the advertising and public relations department of Aetna Life Affiliated Companies, Hartford, had a featured role in the Mark Twain Masquers' Oct. 17-21 production of the Eugene O'Neill drama, "Desire Under the Elms," at Avery Memorial, Hartford . . .

Clyde R. Spitzner, director of WFIL, Philadelphia, has been elected to the executive committee of the board of trustees of Susquehanna University . . .

Recalled: **Milton L. Levy,** manager of the California Service Agency, Berkeley, has been recalled to active duty with an Alameda-based Navy reserve squadron . . .

Bob Light, president of Southern California Broadcasters Assn., has been named a charter member of the Los Angeles labor-management citizens committee . . .

Mrs. Howe Howe Weiss Mrs. White White

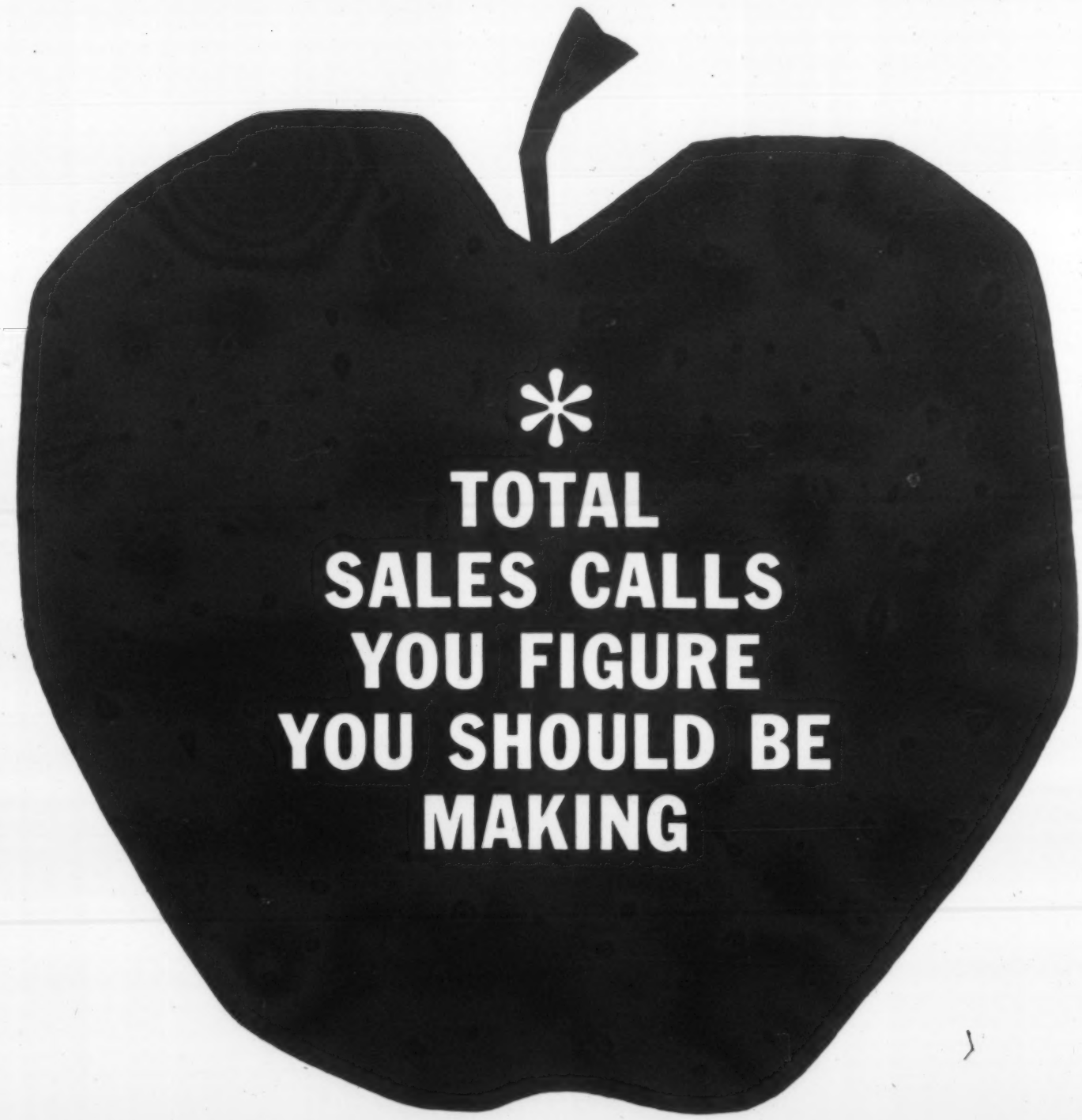
CRUISING—*Jack White, national tv sales manager for H-R Television, and his wife were among the out-of-town guests who attended the annual cruise sponsored by WMAL and WMAL-TV, Washington. With the Whites are Herb Weiss, H-R radio account executive, Don Howe, H-R television account executive, and Mrs. Howe.*

New Additions: **Forrest Moore,** account executive with Rominger Advertising Agency, Dallas, is a firsttime father, with the birth of a daughter on Oct. 16 . . . Seth Perry, second son and third child, was born Oct. 23 to **Laurel Cutler** (in private life Mrs. Stanley Bernstein), vp of Fletcher Richards, Calkins & Holden . . . **Gene Blair,** of Advertising Age's editorial production department, became a father for the second time with the birth of a second son, James Leslie, on Nov. 1 . . . It was a girl, Beth Linda, for **Philip Sklar,** account executive with W. B. Doner & Co., New York, and his wife Eileen, on Oct. 26 . . . It was a son, Frederick Randolph, for Nancy Marthins, daughter of **William R. Farrell,** director of marketing services, Monsanto Chemical Co. . . .

"Approval of product recommendation" is one of six basic buying actions which typically result from buyers' use of manufacturers' catalogs in Sweet's. Other reported buying actions are: called local office... recommended... specified... requisitioned... wrote for detailed facts. Over 26,000 buyers' responses to more than 80 studies clearly document the significant role of catalogs in increasing selling opportunities for manufacturers who employ Sweet's system. Your Sweet's District Manager will gladly review the results of these studies with you. Call him or write to Sweet's Catalog Service, Div. of F. W. Dodge Corporation, 119 West 40th St., New York 18.

Why advertise at all?

Chilton's M-A-P offers this simple formula to help you determine your BIG APPLE*



*YOUR BIG APPLE!

Figure it out right on this page!

a. Number of plants in your market*..... _____

b. Average number of influences per plant*..... _____

c. Number of times you should call on each influence per year..... _____

A x B x C = D

Total sales calls you figure you should be making per year . . . _____

YOUR BIG APPLE!

e. Number of full-time salesmen you employ..... _____

f. Average number of sales calls each makes per year..... _____

E x F = G

Total sales calls you are now making per year . . . _____

YOUR REACH TOWARD THE BIG APPLE!

YOUR BIG APPLE (D) . . . . . _____

LESS CALLS YOU'RE NOW MAKING (G) _____

UNMADE SALES CALLS . . . . . _____

Who should make them . . . _____

SALESMEN OR ADVERTISING?

The typical industrial company often finds its sales force can make less than one-third or one-fourth of the necessary calls.

*If you want help in determining the number of plants and influences in your total market, call on Chilton's Marketing Assistance Program.

SEE NEXT PAGE

ADVERTISE IN CHILTON BUSINESS MAGAZINES TO...

Call on the men your salesmen never see . . .

Call consistently on the men your salesmen seldom see . . .

Tell the full story of your product and company . . .

Repeat your sales story without interruption . . .

Make hundreds of calls for the cost of one personal sales call . . .

Make many new contacts in the ever-changing market . . . and fast . . .

Help combat efforts of competitors with larger sales staffs.

CHILTON COMPANY

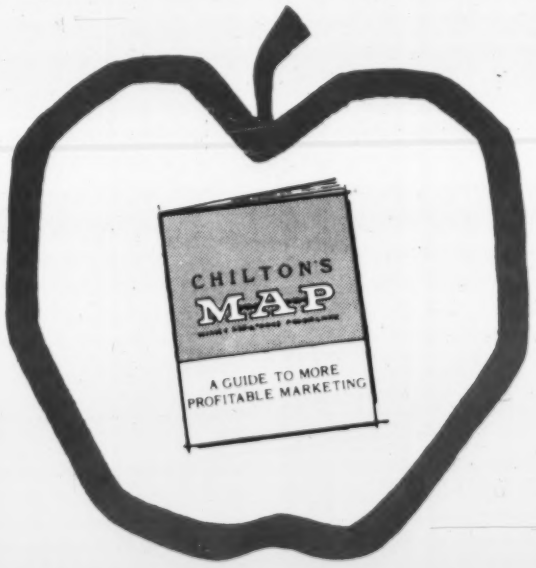
Chestnut & 56th Sts., Philadelphia 39, Pa.

NBP

Department Store Economist • The Iron Age • The Iron Age Metalworking International • Hardware Age • The Spectator • Motor Age Automotive Industries • Boot and Shoe Recorder • Commercial Car Journal • Distribution Age • Butane-Propane News • Electronic Industries • Aerospace Management • Hardware World • Optical Journal • Jewelers' Circular-Keystone • Food Engineering Marine Products • Gas • Product Design & Development • Business, Technical and Educational Books • Chilton Research Services

Write on your business letterhead, or see your Chilton representative, for a copy of the complete "Why advertise at all?" presentation in booklet form.

Call on Chilton's Marketing Assistance Program for help in precisely defining the number and location of plants and influences in your total market.



GET LUCKY—*John Morrell & Co., Chicago, is using this two-color 1,500-line ad in twelve markets to promote its lucky number sweepstakes. Numbers on packages of Morrell bacon and frankfurters are eligible for drawings for over $10,000 worth of prizes. John W. Shaw Advertising is the agency.*

Coming Conventions

(Listed Alphabetically)

Advertising Federation of America, 2nd district, Hotel Hershey, Hershey, Pa., Nov. 10-12; 8th district, Hotel St. Paul, St. Paul, Minn., Nov. 24-25.

American Assn. of Advertising Agencies, eastern region meeting, Biltmore Hotel, New York, Nov. 15-16; Southwest Council, Shamrock-Hilton Hotel, Houston, Feb. 14-16, 1962.

American Marketing Assn., annual winter conference, Biltmore Hotel, New York, Dec. 27-29.

American Women in Radio and Television, national convention, Sheraton-Chicago Hotel, May 3-6, 1962.

Associated Business Publications, annual publishers meeting, Homestead, Hot Springs, Va., May 6-9, 1962.

Assn. of Industrial Advertisers, Mid-Atlantic Regional Industrial Advertising Conference, Marriott Hotel, Philadelphia, Nov. 16.

Financial Public Relations Assn., 16th annual convention, American Hotel, Bal Harbour, Fla., Nov. 26-30.

International Advertising Assn., 14th World Congress, Sheraton-Chicago Hotel, Chicago, April 17-19, 1962.

National Assn. of Broadcasters, regional conferences: Leamington Hotel, Minneapolis, Nov. 15; Robert Meyer Hotel, Jacksonville, Nov. 20.

National Business Publications, annual spring meeting, Boca Raton Hotel & Club, Boca Raton, Fla., March 11-15, 1962.

Newspaper Advertising Executives Assn., annual meeting, Edgewater Beach Hotel, Chicago, Jan. 21-24, 1962.

Ohio State University, 18th annual advertising conference, Ohio Union, Ohio State University, Columbus, Nov. 17.

Southern Newspaper Publishers Assn., 58th annual convention, Boca Raton Hotel, Boca Raton, Fla., Nov. 13-15.

Television Bureau of Advertising, annual meeting, Statler-Hilton Hotel, Detroit, Nov. 15-17.

Lando Boosts Marshall

Lando Advertising Agency, Pittsburgh, has promoted Stanley C. Marshall, supervisor of the industrial and marketing divisions, to a senior vp. Mr. Marshall, who joined Lando in 1952, was named a vp and director in 1956.

Seberhagen to Gray & Rogers

F. H. Seberhagen has joined the executive staff of the contact department of Gray & Rogers, Philadelphia. He was formerly head of his own advertising agency in Philadelphia, Seberhagen, Nevin Gruver.

WFMZ Leaves QXR Network

WFMZ, Allentown, Pa., fm station recently bought by Franklin Broadcasting Co., has discontinued its affiliation with the QXR Network.

Shopping Showcase Bows

Shopping Center Showcase Inc., New York, has announced plans to construct and operate exhibition buildings for nationally advertised products and services in shopping centers. The first Showcase building will be opened next March at the Prince Georges Plaza shopping center, Hyattsville, Md. Rates are $2,200 per month, on an annual contract basis, for one "showcase," a 64 sq. ft. area. The facilities will make possible product sampling, couponing, demonstrations and customer testing, Robert A. Jenkins, president of the company, said.

AMA Appoints Bursk

Edward C. Bursk has been appointed chairman of the American Marketing Assn. Publications Policy & Review Board. Mr. Bursk, professor of marketing at Harvard graduate school of business and editor of the *Harvard Business Review*, assumes the uncompleted term of Hugh G. Wales, professor of marketing at the University of Illinois, who resigned to take a foreign teaching assignment in Johannesburg. The term will run to June 30, 1962.

Jacobson Joins Video Tape

Paul L. Jacobson, formerly a producer-salesman with NBC Telesales, has been named to the new post of vp and general sales manager of Video Tape Unlimited, New York, tv producer.

Correct us if you're wrong!

Creative agency people are discovering that Videotape* is providing them with the missing link between the storyboard and their finished commercial. Movement—in time for improvement. At Videotape Center you see your commercial as you tape it, just as the consumer will see it on the home screen. Only difference—you can make changes here and now. Slow down a zoom, experiment with lighting, devise an exciting production effect, make countless other improvements electronically and instantly. Are you using the flexibility of Videotape to add that on-the-spot inspiration that puts extra sell into your commercial?

VIDEOTAPE PRODUCTIONS OF NEW YORK INC. 101 WEST 67 ST., NEW YORK · TRAFALGAR 3-5800

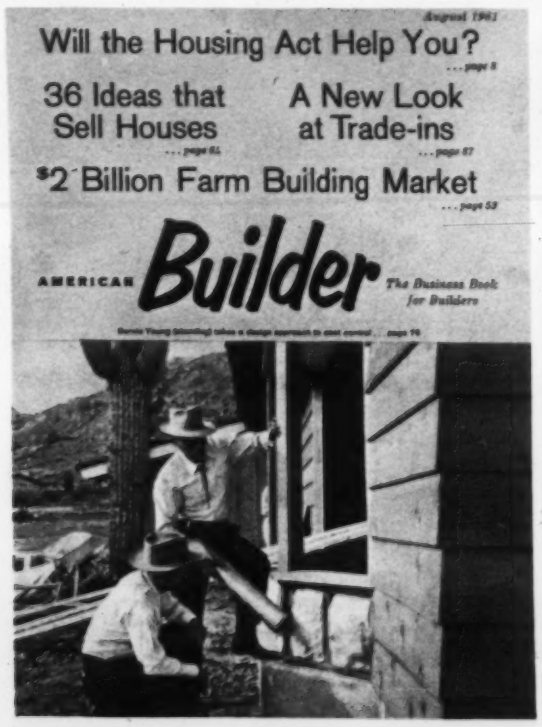
*TM AMPEX CORP.

Today, the builder needs help. Building has the highest rate
And he's getting it. American Builder is offering builders a

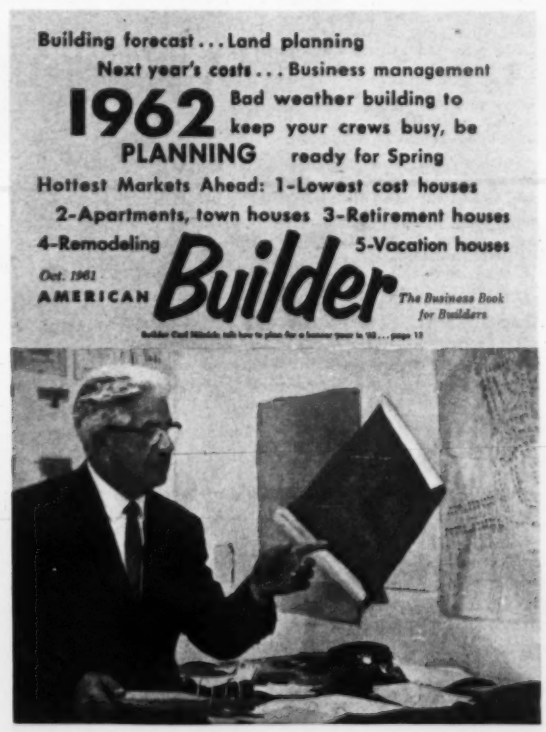
"American Buil phenomenal re

Remembered Having Seen	Read Partially	Read Thoroughly
AMERICAN BUILDER	**AMERICAN BUILDER**	MAGAZINE B
MAGAZINE A	MAGAZINE A	MAGAZINE A
MAGAZINE B	MAGAZINE C	**AMERICAN BUILDER**
MAGAZINE C	MAGAZINE B	MAGAZINE C
MAGAZINE D	MAGAZINE D	MAGAZINE E
MAGAZINE E	MAGAZINE F	MAGAZINE D
MAGAZINE F	MAGAZINE E	MAGAZINE F
MAGAZINE G	MAGAZINE G	MAGAZINE H
MAGAZINE H	MAGAZINE I	MAGAZINE G
MAGAZINE I	MAGAZINE H	MAGAZINE I

This is the hottest showcase there has ever been


August 1961
Will the Housing Act Help You?
36 Ideas that Sell Houses
A New Look at Trade-ins
$2 Billion Farm Building Market
AMERICAN Builder
The Business Book for Builders

September 1961
HOW UTILITIES HELP BUILDERS
• 2-Story A-Frame House
• What's the Best Road to a Model Code?
• HOW TO BUILD MORE FOR LESS
Old clay pit into luxury subdivision
AMERICAN Builder
The Business Book for Builders


Building forecast... Land planning
Next year's costs... Business management
1962 PLANNING
Bad weather building to keep your crews busy, be ready for Spring
Hottest Markets Ahead: 1-Lowest cost houses
2-Apartments, town houses 3-Retirement houses
4-Remodeling 5-Vacation houses
Oct. 1961
AMERICAN Builder
The Business Book for Builders

of failure of all businesses except one. (restaurants)

fresh new business approach to building. Result...

der is getting adership" –Mills Shepard

"I have been amazed by American Builder's gains in readership in the past three years", reports Mills Shepard, leading research authority.

"It's 'Read Thoroughly' percentage has climbed from 24.9% in 1959 to 35.9% in 1961.

"Today, I judge American Builder to be one of the several best read of all business publications. This is particularly surprising because the builder is by no means a library type, with the strong overall reading pattern of, say, engineers."

Shown at left are ten of the many leading publications studied by Mills Shepard, selected as being comparable in editorial size. Note that American Builder occupies a very high position.

How American Builder "engineers" high readership

1. A cover that gets the book cracked.
2. Fast-opening up-front pages... *OPPORTUNITY, WHAT'S NEW, CHANGE,* etc.
3. A focus on success—builders at the top, "comers" on the way up.
4. News builders can use—"What's new *and what to do about it.*"
5. Two-level presentations, so builders can read according to depth of interest.
6. A fight for industry aims, e.g.: breaking through code and technological barriers.
7. Advanced presentation techniques for excitement and change of pace.
8. Playing stories for timeliness, urgency, importance.
9. Technical depth and authority; e.g.; the unique, detailed "Blueprint House."
10. A maximum of the exciting future (e.g. "Tomorrow's House"), a minimum of the dead past.
11. Three special regional editions for high local impact.
12. Constant upgrading of building techniques.

for building products advertising

Your ads get outstanding reading. American Builder is the only building publication that offers impartial proof of ad readership.

Your ads are read by live builders. With the building pattern changing so fast – and with builders themselves turning over so fast – American Builder concentrates on *one year* subscriptions – quickly getting rid of the dead ones, quickly taking on new live ones. American Builder's percentage of one year subscriptions is *73.3%;* Magazine No. 2 is *59.2%;* Magazine No. 3 is *63.8%*. (Publisher's own computation).

Your ads are read most heavily where building is hottest. American Builder has been bearing down on growth areas, letting up on the areas where building has been shrinking. As a result, American Builder leads the second builder book in *8* of the *12* states that are doing 69% of the building.

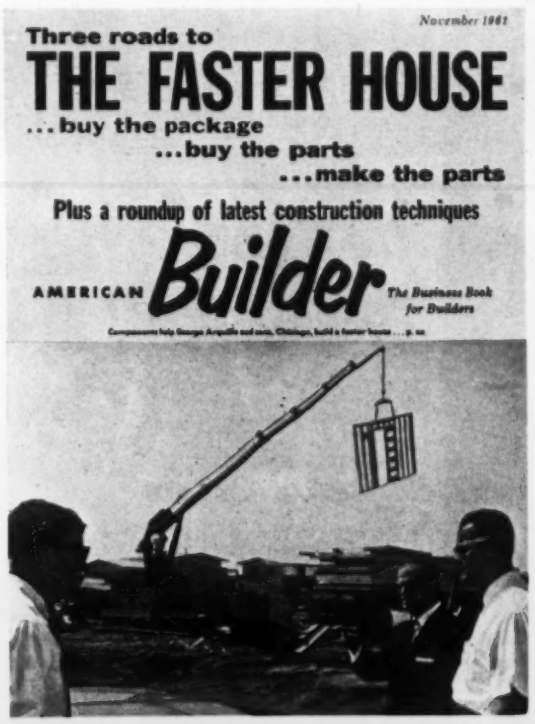
Your ads are read by builders in a responsive mood. American Builder's record of a half-million inquiries a year is unmatched and unchallenged.

Your ads are read where and how you want them read. American Builder gives you the flexibility of three regional editions—letting you pinpoint your prospects, vary your sales messages, or both.

Your ads can be evaluated through American Builder's research department – both as to readership and retention of message. You can *prove* the job your ads are doing.

Your ads can do double-duty through creative merchandising. American Builder gives you top-drawer sales consultation, unmatched builder lists, creative promotion services.

Truly, no other builder magazine goes so far to help you get your ads read, get them acted on.



THE ONLY MAGAZINE EDITED
TO MAKE THE BUILDER A BETTER BUSINESSMAN

AMERICAN **builder**

30 CHURCH STREET, NEW YORK 7, N. Y.

YOUR PHOTOENGRAVER SHOULD HAVE

Powderless etching for copper originals—without equal for publication molding and brilliant results in printing. Are you sure he does

?

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Information for Advertisers

"How to Plan & Conduct Your Own Incentive Campaigns," a 16-page booklet which gives a step-by-step guide to incentive planning, is available from **Maritz Inc.**, Special Accounts Division, La-Salle-Wacker Bldg., Chicago 1.

• "Promotion Delivered Quicker," a booklet detailing six operations for cutting costs while assuring on-time arrival of promotion materials, has been published by **Emery Air Freight Corp.**, Dept. PDQ, Wilton, Conn.

• "Direct Mail Advertising for Small Retailers," a leaflet outlining suggestions on the planning of direct mail campaigns, is available from Small Business Administration, Washington 25, or from any of its field offices.

• A new, enlarged edition of "Rate & Data Catalog for the High School Market," which gives data on 662 school newspapers, including circulation figures broken down by states, cities, individual newspapers, number of boys and girls, and numbers of issues published per year, is available from **Richmond Advertising Service**, 26 Court St., Brooklyn 1.

• "European Markets 1961-'62," which will include data on the iron and steel, chemical, mineral oil, machine constructions office machinery, automobile, textile and paper making industries, will be published by **Handelsblatt**, German economic and financial newspaper. Additional information may be obtained from Milhado Organisation, 140 Cromwell Rd., London, S.W. 7

• "Prepaid Advertising Campaigns: How Advertisers, Agencies & Media Benefit from Them," issued as supplement H in the Long System Monograph, has been published by **W. H. Long**, consultant, 5347 N. Santa Monica Blvd., Milwaukee 17. Copies are priced at $10 each. Quantity rates are: Five to nine copies, $8 each, and 10 or more copies, $7 each. #

F&S&R Adds Fairfield Labs, New Proprietary Company

Fairfield Laboratories, Pasadena, a new company, has appointed Fuller & Smith & Ross, Los Angeles, to handle its advertising. The company was formed recently by Nate Groom, former sales manager of Anahist Co., to distribute proprietary drugs and other products under the Professional brand name "at the lowest possible prices."

The company's first two products are saccharin in 1,000-tablet bottles retailing at 59¢, and aspirin in 100-tablet bottles at 39¢. Distribution is now being completed in Southern California drug stores and supermarkets, with national distribution planned by the end of 1962.

6 Stations to Stovin-Byles

Northern Broadcasting Ltd., Toronto, has appointed Stovin-Byles Canadian representative for its Ontario radio stations, CFCH, North Bay; CKGB, Timmins; CJKL, Kirkland Lake; CHEX, Peterborough; and CKWS, Kingston, as well as CKGN-TV, North Bay television station.

Culver Adds 2 Accounts

Culver Advertising, Boston, has been named to handle advertising for Ammon Instruments, Manchester, N.H., manufacturer of precision panel meters and moving coil mechanisms, and Maser Optics, Cambridge, Mass., research and developer in the field of radar and laser devices.

Bowman Appoints Robinson

Bowman Products Co., Cleveland, distributor of automotive parts, has appointed John F. Robinson merchandising manager, a new post. Mr. Robinson was formerly director of advertising and public relations of Standard Register Co., Dayton.

Black & Decker Boosts Porter

Black & Decker Mfg. Co., Towson, Md., has appointed G. Harvey Porter director of marketing services, succeeding Joseph H. Schmidt Jr., who has been named general sales manager of the consumer products division. Mr. Porter was formerly advertising manager.

"SELL ME GROCERIES IN THE MORNING," says BUFFALO

Morning is the best time to talk food to Buffalo's women, who bought 406 million dollars worth last year.

Buffalo's retail grocers spent $1,100,000 on newspaper advertising in 1960, and the six *leading* grocery chains placed over *half* their total linage in the morning Courier-Express.

Add to this the fact that more and more *total* food advertising dollars are moving to Buffalo's morning paper, and you can see the sense in choosing the morning Courier-Express as your Buffalo food salesman.

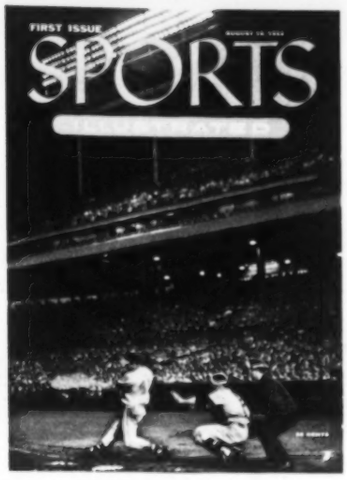
To reach Western New York's top 160,000 households with the most money to spend . . . USE THE MORNING COURIER-EXPRESS

To saturate the 489,903 families in Buffalo and the eight surrounding counties, use the state's largest newspaper outside Metropolitan New York City . . . THE SUNDAY COURIER-EXPRESS.

ROP COLOR
7 DAYS

Represented Nationally by:
NEWSPAPER MARKETING ASSOCIATES
NEW YORK, CHICAGO, PHILADELPHIA, DETROIT, LOS ANGELES, SAN FRANCISCO

Courier BUFFALO EXPRESS
WESTERN NEW YORK'S GREATEST NEWSPAPER



With Volume 1, Number 1, in August 1954, SPORTS ILLUSTRATED *was a speck in the media sky—a colorful speck, but just a speck, nevertheless. Why did it grow and grow?*

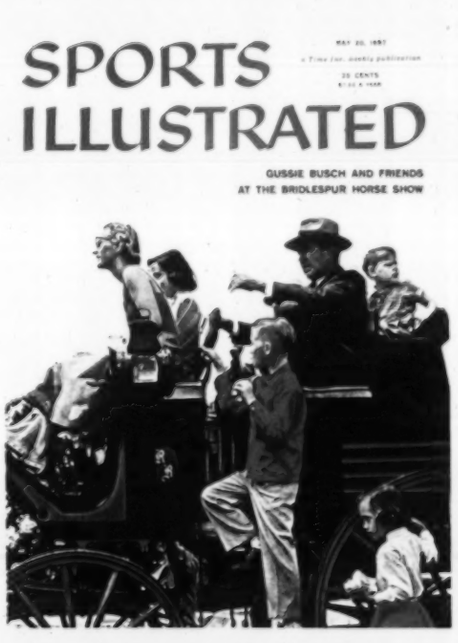
Writers had been writing brilliantly about sports ever since Homer described the games Achilles staged outside the walls of Troy; and weekly magazines had been in existence for several centuries. Yet, SPORTS ILLUSTRATED, *as it was conceived, was a truly new idea.*

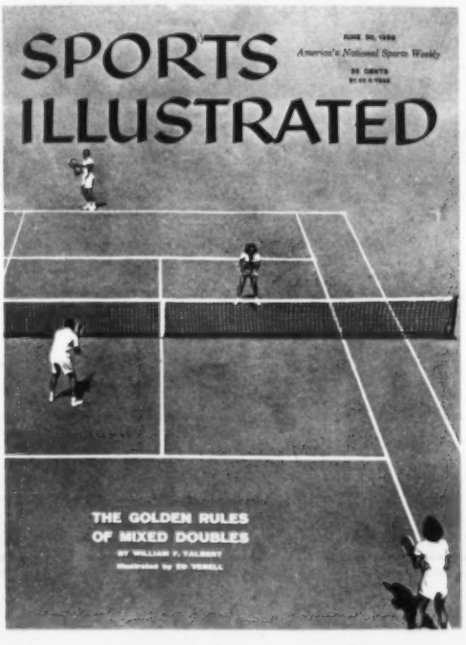
Never before had there been a successful weekly magazine of sport—not because publishers would have been unable to create one, but because never before had there been the right time: a time when there were enough of the right kind of people living the right kind of lives in the right places to buy and read one and read and buy from its advertisements.

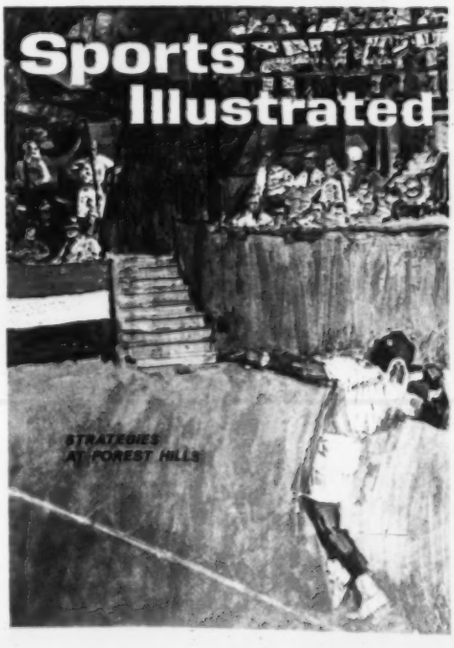
But in the sixth decade of the twentieth century the time was right. Thanks to postwar prosperity, the nearly universal 40-hour week and the growth of the suburbs, a lot of American families were developing a new way of life. And sport and recreation, in a very new sense, were part of it. Obviously, the field was wide open for a new idea in magazine making.

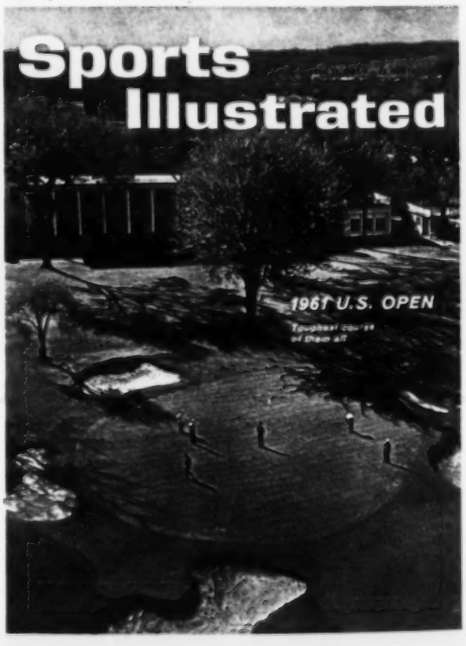
SPORTS ILLUSTRATED did all the obvious things that sports pages and sports magazines had done in the past. It reported the goings-on in the baseball parks, the football stadiums, the prize rings and on the race tracks and golf courses whenever competition was news and championships were being decided.

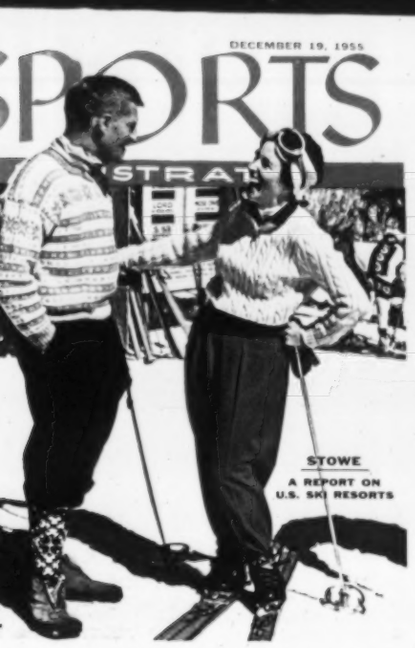
But that was not all, as the covers reproduced here illustrate. The editors realized that in this new day the readers of their new magazine would be participants as well as fans and they addressed the SI participants and the SI fans at the same time.

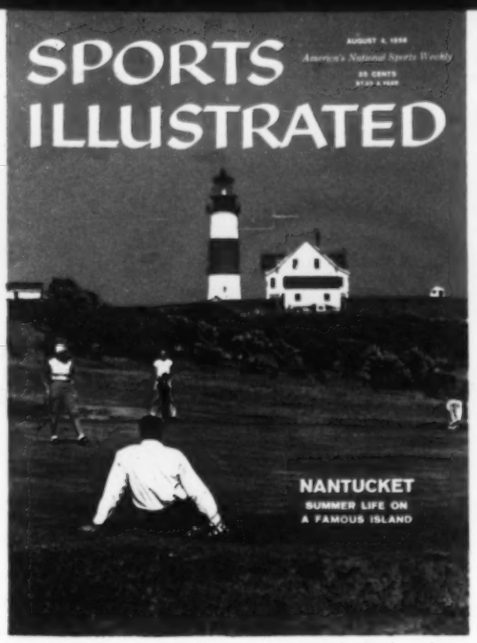


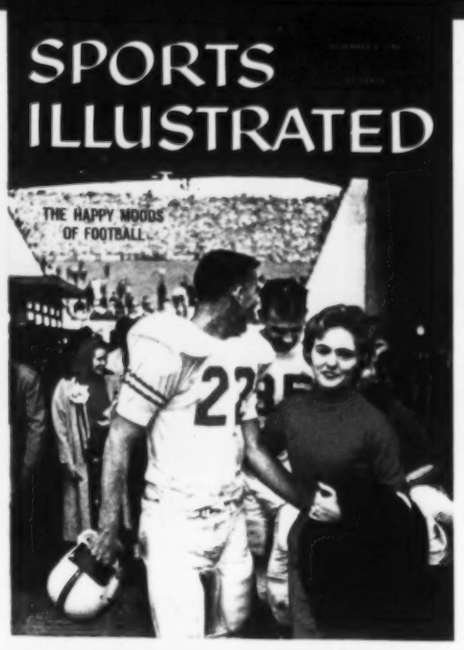




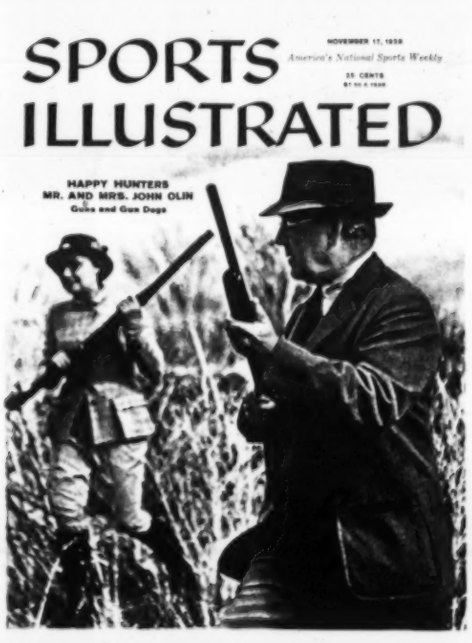


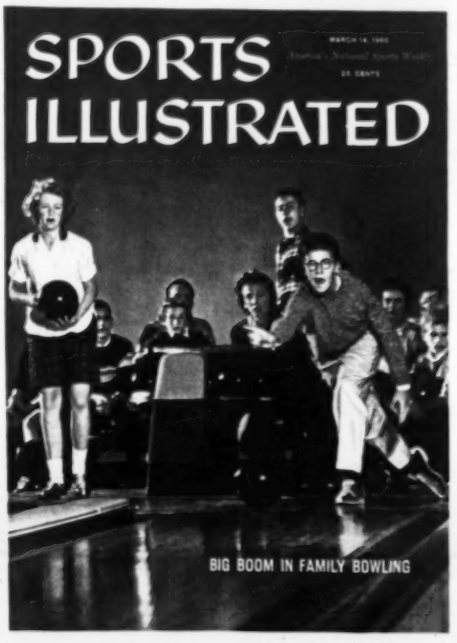

DECEMBER 19, 1955
STOWE
A REPORT ON
U.S. SKI RESORTS

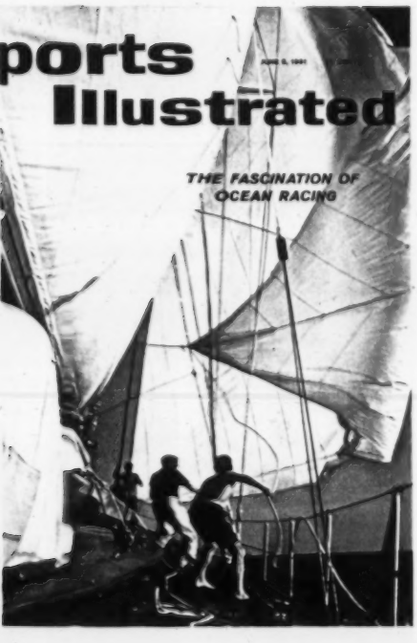

SPORTS ILLUSTRATED
America's National Sports Weekly
NANTUCKET
SUMMER LIFE ON
A FAMOUS ISLAND

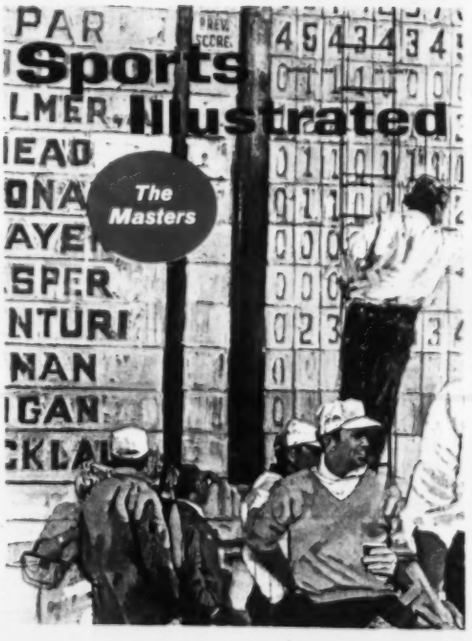

SPORTS ILLUSTRATED
THE HAPPY WOODS
OF FOOTBALL

TOM WATSONS


SPORTS ILLUSTRATED
America's National Sports Weekly
HAPPY HUNTERS
MR. AND MRS. JOHN OLIN
Guns and Gun Dogs


SPORTS ILLUSTRATED
BIG BOOM IN FAMILY BOWLING


Sports Illustrated
THE FASCINATION OF
OCEAN RACING

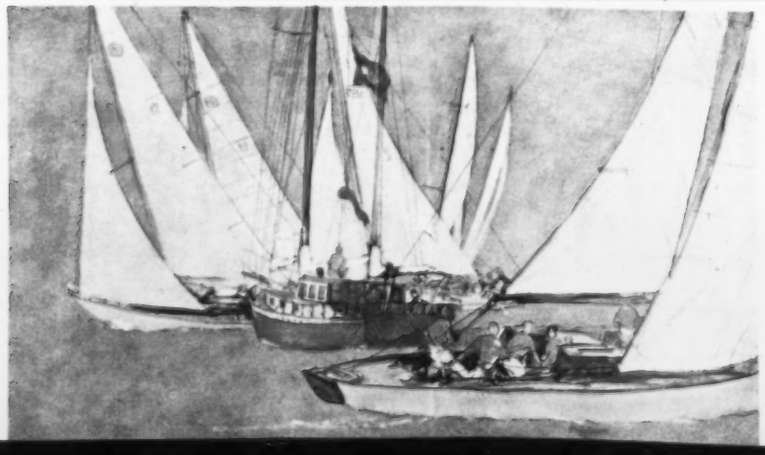

Sports Illustrated
The Masters

SPORT ON THE NEW FRONTIER by JOHN F. KENNEDY
SPECIAL
DOUBLE
ISSUE

OUR BEACHES - A SPE
THE LONG SNORKEL

Chuck McKinley and the Umpire, 1961—painting by Bernard Fuchs

Regatta at the San Diego Yacht Club, 1959—painting by Henry Koehler



The editors also realized that quality would be the key if SPORTS ILLUSTRATED *were to have a solid following among the best of the men and women in this developing new way of life.*

Sport, in all its endless variety, is always something to be seen. It is magic to the eye. It lingers in the lifelong treasury of vision. And so, of course, in this great age of photography, the magazine of sport had to be SPORTS ILLUSTRATED.

Not only must it have many, many moments of vision throughout its pages; there must be one place in the magazine where sport is saluted by a burst of the very greatest color photography. That is the way the editors talked even before Volume 1, Number 1 appeared.

Consequently they brought visual quality to the pictorialization of sport for the first time in a weekly magazine. Familiar scenes of the prize ring, the gridiron and other great gathering places were captured on film in full color and with a quality never before achieved. Artists were sent out to record great events on canvas. Indeed, no other weekly magazine regularly commissions contemporary fine art.

There was also an awareness of an inner vision that sees by means of words. William Faulkner, John P. Marquand, Catherine Drinker Bowen, William Saroyan and Robert Frost, whose literary talents were better known in other fields, were assigned to write for the new magazine. Gerald Holland, Whitney Tower, Coles Phinizy, Roy Terrell, Jack Olsen, Gilbert Rogin, Martin Kane, Robert Boyle, Tex Maule, Virginia Kraft, Barbara Heilman, Huston Horn and others whose names were little known to sports page addicts, were recruited and developed into a writing staff that provided matching quality and authority.

The editors had determined at the outset that SPORTS ILLUSTRATED *must be THE sports magazine, not just A sports magazine. It must bring the reader THE best reporting, THE best writing, THE best adventure, THE best counsel, THE best everything.*

But they knew that all these things alone could not win the day for a magazine. Not in this new day.

Elio Chacon safe at home in 1961 World Series—photo by Marvin E. Newman

UCLA vs. California, 1958—photo by John Zimmerman

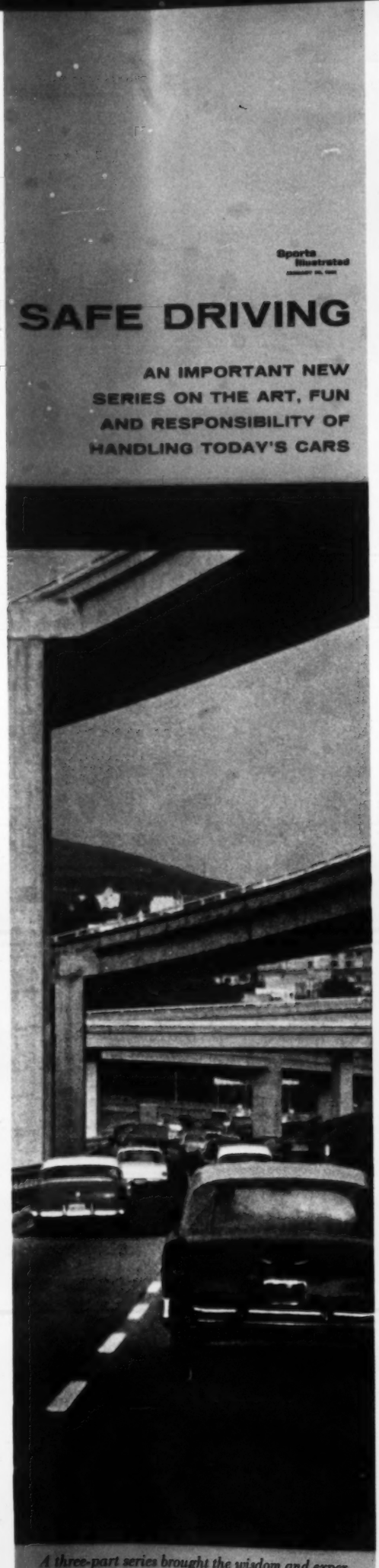
To succeed in this new day a magazine must do more than bask in the climate of the hour. That was a firm conviction of the editors. To be lastingly successful, to catch on and stay popular, the new magazine would have to go out and keep heating up that climate. Accordingly, they sought not only to rise to a new trend in American life and ride it like a Hawaiian on a surfboard, but to contribute to that trend, nourish it, keep it alive, make it an integral part of their theme. Their magazine itself became a participant.

When they began a crusade against Boxing's Dirty Business, there were cynics who chided them for rudely disturbing the status quo. But citizen jurors who finally sat in judgment on boxing's dirty businessmen said it differently.

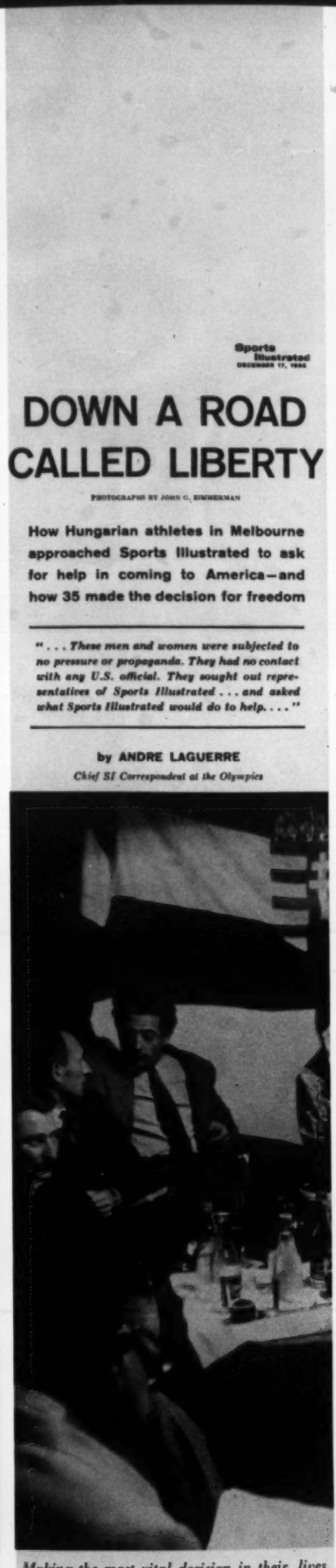
Youth Fitness, Conservation, Safe Driving are among the other responsibilities SPORTS ILLUSTRATED *has assumed in the interest of a better day for its readers.*

In retrospect, it is no wonder that 35 members of Hungary's 1956 Melbourne Olympic team, unwilling to return to their homeland where an uprising had recently been brutally crushed by the Russians, first sought out SPORTS ILLUSTRATED *when they were ready to ask for asylum in America.*

But responsibility consists of more than noble crusades.



A three-part series brought the wisdom and experience of three world-famous drivers to SI families, who drive an average of 17,000 miles a year.


Sports Illustrated
DECEMBER 17, 1956
DOWN A ROAD CALLED LIBERTY
PHOTOGRAPHS BY JOHN G. ZIMMERMAN
How Hungarian athletes in Melbourne approached Sports Illustrated to ask for help in coming to America—and how 35 made the decision for freedom
"... These men and women were subjected to no pressure or propaganda. They had no contact with any U.S. official. They sought out representatives of Sports Illustrated ... and asked what Sports Illustrated would do to help...."
by ANDRE LAGUERRE
Chief SI Correspondent at the Olympics

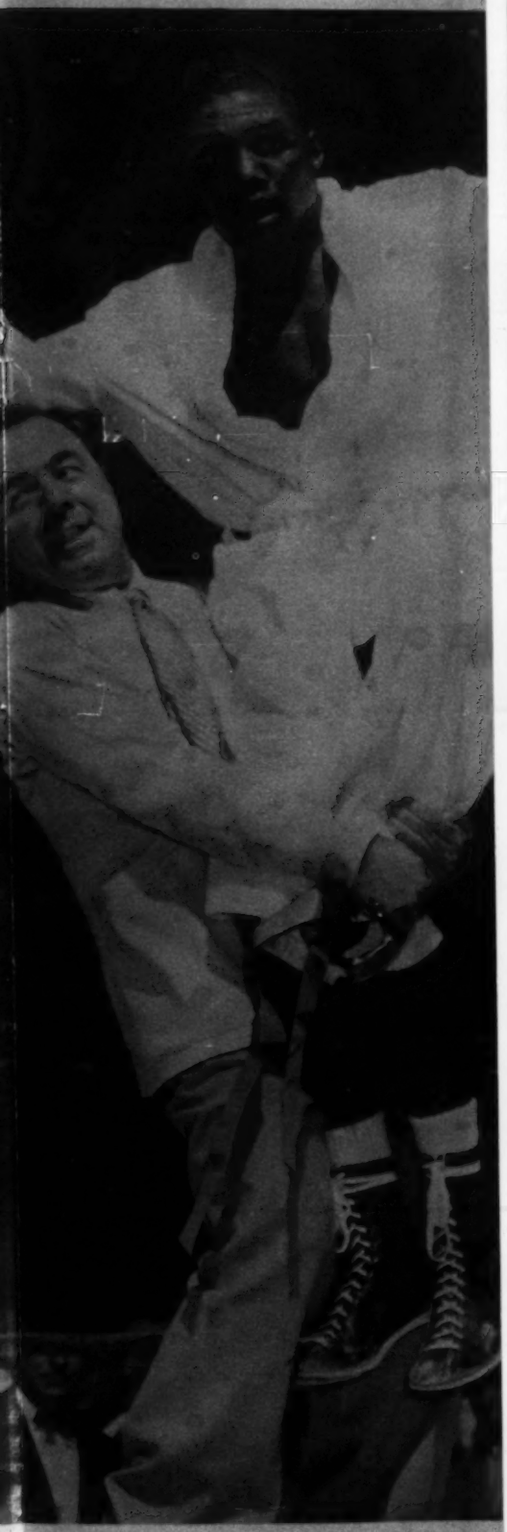
Making the most vital decision in their lives, Hungarian athletes came first to SPORTS ILLUSTRATED *for aid in finding a new home in the U.S.*

Sports Illustrated

KING'S DIRTY BUSINESS ST BE CLEANED UP NOW

most brazen fraude of modern times was perpetrated on the U.S. public when the world welterweight championship changed hands in Philadelphia. attended the fiasco but its stench got into 10,000,000 homes through This makes the state of boxing a national concern, and it indicates ce exist for a federal investigation of the hoodlums who are ruining it

by BUDD SCHULBERG



...continuing exposé of the sordid underside of professional boxing effected far-reaching reforms in what was once sport's most corrupt monopoly.

Sports Illustrated

A NEW AND HUMAN SCIENCE

Government and civilian authorities alike called a two-part article on conservation a major contribution to the problem's solution.

Sports Illustrated

SPORT ON THE NEW FRONTIER

THE SOFT AMERICAN

by PRESIDENT-ELECT JOHN F. KENNEDY

BEGINNING more than 2,500 years ago, from all quarters of the Greek world men thronged every four years to the sacred grove of Olympia, under the shadow of Mount Cronus, to compete in the most famous athletic contests of history—the Olympian games.

During the contest a sacred truce was observed among all the states of Greece as the best athletes of the Western world competed in boxing and foot races, wrestling and chariot races for the wreath of wild olive which was the prize of victory. When the winners returned to their home cities to lay the Olympian crowns in the chief temples they were greeted as heroes and received rich rewards. For the Greeks prized physical excellence and athletic skills among man's great goals and among the prime foundations of a vigorous state.

Thus the same civilizations which produced some of our highest achievements of philosophy and drama, gov-

An article by the President-elect on physical fitness and its importance to American progress amounted virtually to a state paper on the subject.

There is the responsibility to teach and instruct, to advise and counsel, to render a regular service to the participant-reader. These are special responsibilities in sport where the achieving of excellence is a constant goal. Advising on what to wear, what to eat, where to go, and even on special housing, is among the duties the editors have assumed along with the teaching of skiing, golf, riding, shooting, swimming and other skills.

The enjoyment and satisfaction to be derived from any human activity increase with the mastery of it and this is especially true in sports and recreational activities. A tradition of excellence in sport is second nature to it. When Andre Laguerre, managing editor of SPORTS ILLUSTRATED, *joined the staff, he was asked how it felt to leave his job as head of the prestigious London bureau of TIME Inc.*

His answer came quickly: "For the past 20 years as a journalist, I have been covering mostly politics and international affairs, where mediocrity is unfortunately and too often the best way for a man to get ahead. There is no place for mediocrity in sports. I'm looking forward to reporting in a field where a striving for excellence and a dedication to performance count so much."

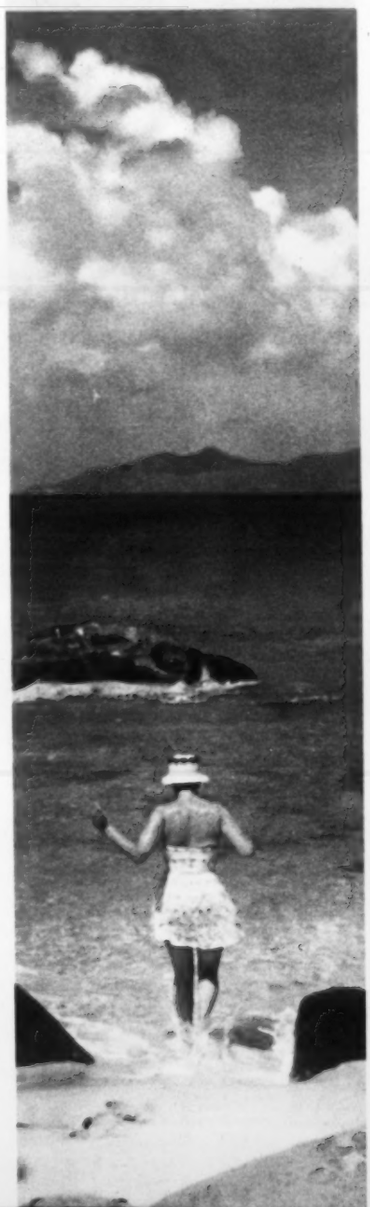
That there is no place for mediocrity in sports is suggested by a cursory examination of sports equipment. Look at the care that goes into the making of a fine golf club. A baseball glove is a piece of leather workmanship worthy of a Mark Cross. Consider the fitting of the planks on a fine boat—the tuning of an Indianapolis engine—the craftsmanship and machining in even a moderately-priced spinning reel.

It is not surprising that Charles Goren's weekly bridge lessons have found an insatiable audience. Or that the instructional books pictured here, which grew out of the pages of SPORTS ILLUSTRATED, *have become best sellers in their own right.*

But did these special qualities and this special approach attract a special audience?

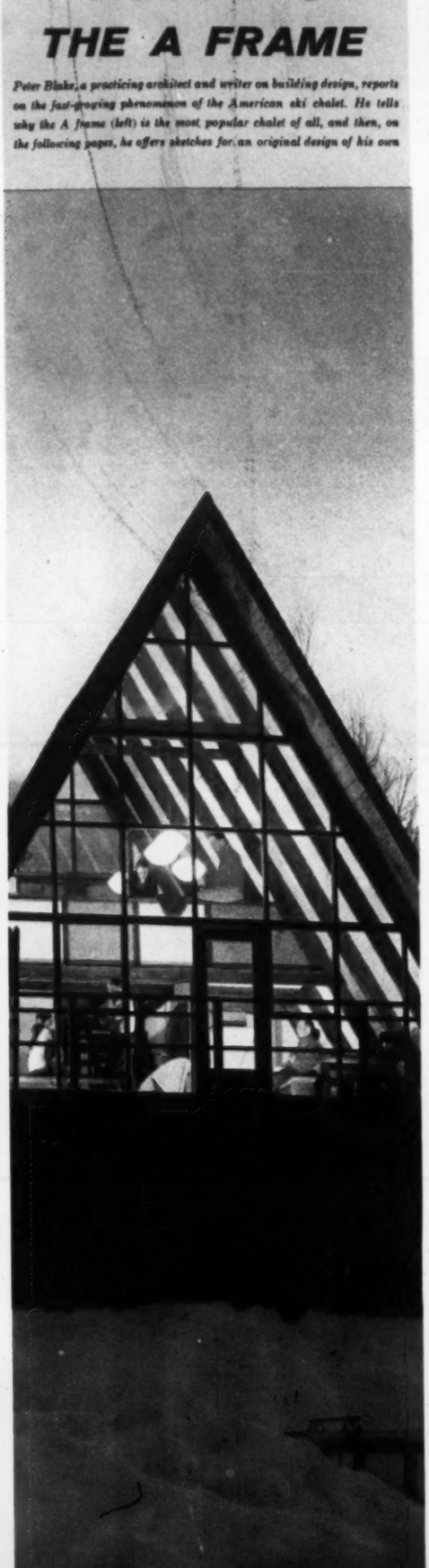
NEW MAGIC IN AN ANCIENT SEA

Fallen Jerusalem, Privateer Bay, a tiny cove off Dead Chest—these are rewards awaiting those who cruise the Virgin Islands



ACCENT ON THE A FRAME

Peter Blake, a practicing architect and writer on building design, reports on the fast-growing phenomenon of the American ski chalet. He tells why the A frame (left) is the most popular chalet of all, and then, on the following pages, he offers sketches for an original design of his own

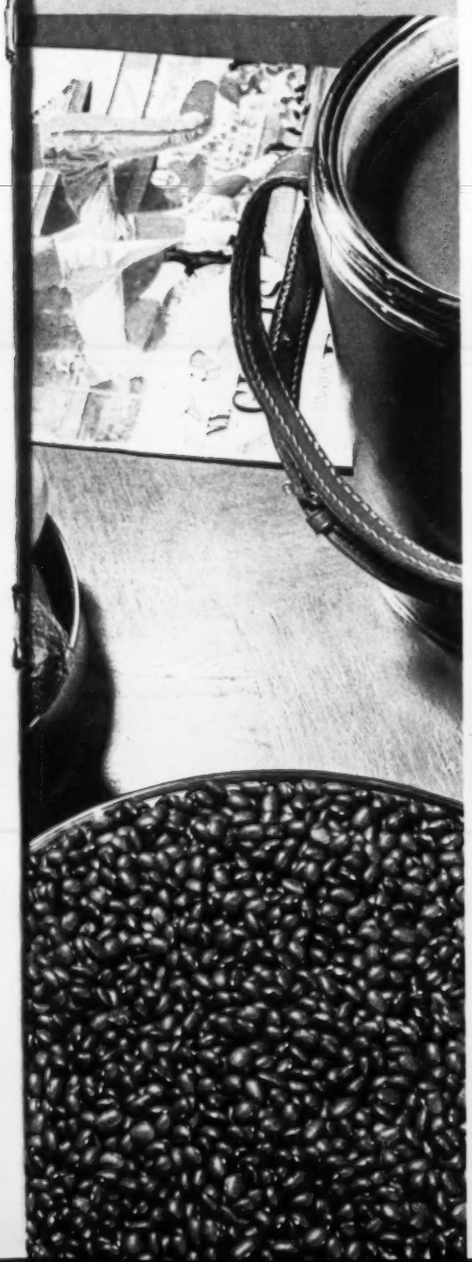


FOOD / *Pamela Jeffrey*

A football soup with lots of beans

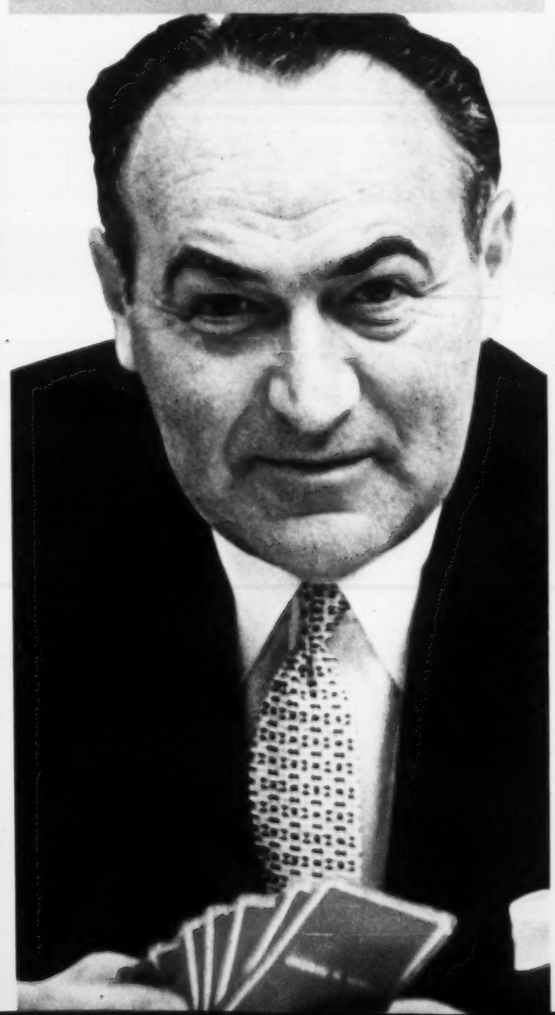
The best way to get warm, stay warm and yell your favorite football team to victory in the windy autumn chill is to plant a Thermos jug full of a good hot country soup on the tailgate at the very start of your station-wagon-and-stadium picnic. Martinis, whisky or hot buttered rum no doubt will supply their share of energy and central heating at the game, but a soup like this stays with you. It should be made at home, thick, savory and nourishing—so thick, in fact, that it will have to be ladled out of a large-mouthed Thermos and eaten with spoons from bowls.

Dried beans are the basis for some of the tastiest and most nourishing of such warming liquid meals. Vegetables strengthen them; and so, sometimes, does meat or rice—and, almost always, spices. Many of the bean soups have come down to us from peasant cookery, which had to supply cheap protein and nourishment.



How good a bridge player are you?

CHARLES GOREN TELLS YOU



SALT-WATER JOCKEYS

In jackets inspired by the bright geometry of international yachting code flags, this year's sailors can sport their own initials and be as easy to spot as a jockey in his silks

shoes

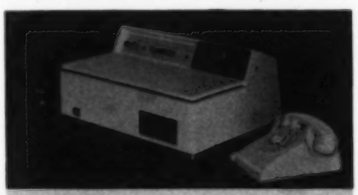
International Shoe Company ran a square-column mail-order advertisement in the April 3, 1961 issue, offering their new Arnold Palmer Golf Shoes at $20.95. Six weeks later they had sold more than 200 pairs and the advertisement was still producing orders. In addition they received almost 300 inquiries from golf pros and country clubs across the country. Says Assistant Advertising Director C. A. Mueller: "This is an outstanding performance. Our primary objective was to spread word about Arnold Palmer Golf Shoes to consumers and more specifically to golf pros. SPORTS ILLUSTRATED was considered second choice and a more extensive effort was placed in the so-called golf trade press. The golf trade press program has thus far produced only a very few inquiries."

real estate

General Development Company prepared an 8-page full-color insert for the Eastern and Midwest Editions of SPORTS ILLUSTRATED on their new Port St. Lucie Country Club development in Florida. Wrote President H. A. Yoars: "Our insert, March 27, 1961, pulled more than 8000 return Charter Guest Cards, requesting information. Literally hundreds of SI families who received our literature were interested enough either to make a special trip to Port St. Lucie or make a stop there during their vacation. Our records indicate that both rentals and home sales at the club jumped sharply immediately following publication of our advertisement."

furniture

The Workbench is the name of a furniture retailer with two small stores in New York, one in the East Fifties, the other in Greenwich Village. They ran a 70-line advertisement in the Greater New York edition of SPORTS ILLUSTRATED, featuring a leather-covered rosewood and aluminum lounge chair and ottoman designed by Charles Eames and manufactured by Herman Miller. Proprietor Warren J. Rubin wrote: "SPORTS ILLUSTRATED has once again done a fine job for the Workbench. We sold seven Herman Miller chairs during the first week that the ad ran, at $495.00 per chair."



office equipment

General Telephone & Electronics through its subsidiary, Electronic Secretary Industries, ran a black and white full-page advertisement in the February 6, 1961 issue of SPORTS ILLUSTRATED describing their new Electronic Secretary phone answering set. The advertisement included a small coupon offering a booklet. George Norton, Vice President—Corporate Relations & Advertising for General Telephone & Electronics, reported, "Results from the ad were immediate, and good! We received more than 300 direct requests for information. More important, however, the General Telephone and other phone companies to whom we referred these inquiries for follow-up, told us that most inquirers were 'live' prospects who had a real need for automatic telephone answering facilities. A high percentage of these prospects ordered immediate installation."

mix

L. Rose & Co., Ltd. uses full-page advertisements in SPORTS ILLUSTRATED to promote Rose's Lime Juice in gimlet cocktails. President E. S. Collins wrote from England: "Though the summer of 1960 has come to an end, I am happy to say that—like Tennyson's brook—Rose's Lime Juice and the gimlet cocktail go 'on and on.' In fact five gimlets are now being consumed for every one consumed a year ago. This, I feel, is attributable to a number of factors, among them the imaginative merchandising and promotional efforts undertaken by SPORTS ILLUSTRATED."

Yes, they did—an audience of 1,000,000 families, responding naturally to the editorial content of SPORTS ILLUSTRATED and no less naturally to its advertising. Some evidence about the advertising response is to be found in the stores above. Some evidence of the special quality of these families has been gathered in careful surveys by reputable research organizations. For instance:

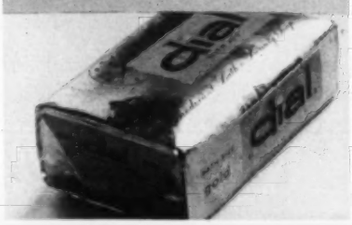
The SI household averages 3.8 members, measurably larger than the national average. And each week 1,490,000 males and 850,000 females in these households read SPORTS ILLUSTRATED.

The household head—sort of a cold way to talk about the old man—has a median age of 42, which means he is not such an old man after all. In fact, he is young, as household heads exposed to selective magazines go. His median income is $10,835, nearly twice the national median and the highest of any weekly magazine we can find in our records. And 25% of these household heads have incomes of more than $15,000 a year.

One-third of these families own automatic dishwashers, garbage disposal units, separate home freezers

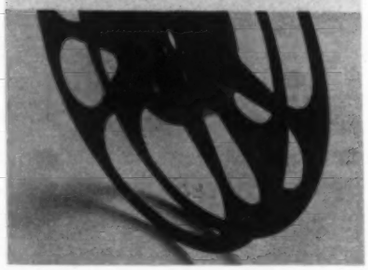
soap

Armour & Company runs its Dial Soap campaign in SPORTS ILLUSTRATED. *Armour mailed boxes of Dial sample bars to a list of leading country clubs, suggesting to the club managers that their* SPORTS ILLUSTRATED*-reading members might appreciate finding the same soap in the locker room as they use at home. The mailing pulled more than 65 bulk orders for Dial. Assistant Brand Manager E. J. Drumm said: "Of these orders 55 were received from new accounts, and we hope to pick up even more next spring, since many of the clubs had already ordered their year's soap supply before we contacted them. In short, we were delighted with the results."*



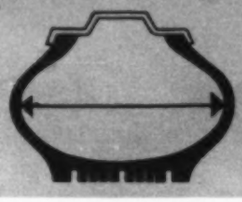
films

National Educational Films produces and distributes all golf films for the United States Golf Association and the International Golf Association. This year they started advertising in SPORTS ILLUSTRATED *in an effort to broaden their market. President W. French Githens reports: "To date we have run ten ads limited to one inch each. They have paid off in amazing fashion. We discovered, for instance, that yacht clubs enjoy golf films and ski clubs use them during the summer months. All in all, it is a most friendly and profitable reaction."*



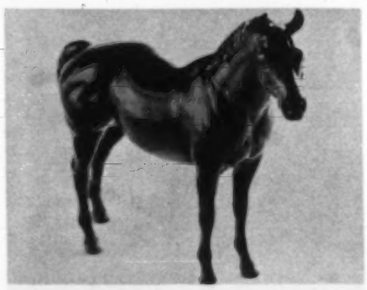
tires

The Mohawk Rubber Company is advertising its Strato Chief tire exclusively in SPORTS ILLUSTRATED. *Advertising Manager W. F. Irvin states: "Figures show that the Strato Chief—our premium tire—accounted for an impressive 20% of our passenger tire volume between January and June, 1961. This figure is significant since it compares with an industry figure of about 8%, the average contribution of the premium tire to volume. If advertising can produce results, your magazine would have to get the credit, because the combination of our exclusive* SPORTS ILLUSTRATED *schedule and the Strato Chief has certainly been a winning one."*



casualty insurance

Nationwide Mutual Insurance Company ran a full-page advertisement in the Eastern and Midwest editions of the January 23, 1961 SPORTS ILLUSTRATED, *offering a Day-Glo emergency road marker. Within weeks they received 4,842 requests. Wrote Advertising Manager George H. Hunter: "To say we are pleased with the results is an understatement. Prior to the insertion we estimated the returns we expected. None of us came close. We have been equally pleased with the quality of the respondent. One regional sales manager tells us, 'In following up the leads from this ad, our agents have found these people exactly our type of prospect, very insurance-conscious, with good incomes."*

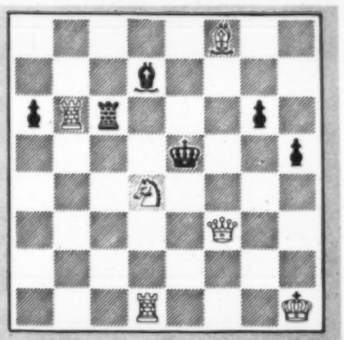


horses

Breeders' Sales Company runs the annual Thoroughbred Yearling Auctions at the Keeneland Race Course in Lexington, Kentucky. This year they ran a four-color advertisement in SPORTS ILLUSTRATED *announcing the auction. General Manager William S. Evans relates: "I received a call from a gentleman a few weeks prior to the sale, during which he stated that he saw the ad in* SPORTS ILLUSTRATED *and desired to enter into the Thoroughbred industry through the Keeneland sales. He, his brother and his father were in attendance and made three purchases, at $37,000, $25,000 and $4,500. In addition to these three purchases they bid on a great many other horses. We, of course, were delighted."*

life insurance

The Equitable Life Assurance Society of the United States used SPORTS ILLUSTRATED *for an exclusive 17-page schedule in 1959. At the end of the year, Equitable announced the response: 100,000 individual coupon returns. Said Vice-President Charles R. Corcoran: "I seriously doubt whether any insurance company anywhere has ever seen such returns from any advertising. I know I haven't and what's more important, neither have our agents." Equitable has continued to advertise in* SPORTS ILLUSTRATED. *And in May, 1961 Mr. Corcoran wrote: "Many sales directly traceable to this advertising have resulted. This is unusual in our business. In addition, this promotion has elicited far more than the usual enthusiasm from our agents. All in all, I would say we have a 'best seller.' "*



wine

Paul Masson Vineyards, as part of a continuing campaign in SPORTS ILLUSTRATED, *ran a full-color advertisement last spring posing a chess problem and inviting solutions. According to Ernest G. Mittelberger, Director of Marketing, here's what happened: "We received more than 2,000 returns—from every state in the Union as well as Canada and six other foreign countries. The letterheads and stationery accompanying the coupons were obviously from the kind of people you had told me we would find in your selective audience. The gratifying returns are a confirmation to us that the selection of* SPORTS ILLUSTRATED *was a good one."*

and almost one-half own clothes dryers. Those who are without these appliances assuredly want them and at the rate they are advancing up the ladder they are likely to get them.

This goes, too, for other items of inventory. One in six families has a stereo system, one in three an air conditioner, one in two a power mower. They own one in five of all residential swimming pools and one in nine of all U.S. passports, although they represent only one in fifty U.S. families.

To get back to that household head, more than two-thirds are in business and one-third are already partners, presidents or owners of their companies. What, no Indians? Yes, some fine, young Indians moving ahead very fast on the way to chiefdom.

There is still more that surveys reveal about SPORTS ILLUSTRATED *readers, involving everything from country club memberships to liquor consumption, from electric can opener purchases to home entertaining.*

It all adds up to a logical conclusion.

SPORTS ILLUSTRATED, now well into its eighth year, has become the magazine of leadership families. It is their handbook of contemporary, suburban, sophisticated living. It is their companion in moments of relaxation, inquiry and discovery. In it they find reflected the quality *they respect and the* excellence *to which their competitive spirits aspire. Through words and pictures those who are always participant in mind and nearly as often in body find a sense of* participation. *They take for granted the magazine's* responsibility *as reporter and interpreter of the interests and activities which are significant in mid-century America.*

As Leo Burnett, an authentic sage of the advertising business, has so sagely said: "It is often possible to get people to relax their purse strings by getting them to relax all over.

"We believe people are so hungry for the unpretentious and unponderous that sometimes the lighter the touch, the heavier the wallop.

"Furthermore, living as we are under the shadow of the atom bomb everyone is hungry for a bit of fun.

"But it must be fun with a place, a meaning and a touch."

Whether Mr. Burnett had SPORTS ILLUSTRATED in mind when he made these remarks is not the point. The point is that SPORTS ILLUSTRATED has proved the wisdom of them—and proves it again and again every week.

The phenomenal fact is that in its short and happy life, SPORTS ILLUSTRATED has risen to third among all magazines in pages of consumer advertising.

The logical conclusion is simply this: SI IS A BASIC BUY.

This Greek amphora (c. 510 B.C.) is given annually in replica to the SPORTS ILLUSTRATED Sportsman of the Year in tribute to his achievement of that degree of excellence suggested by the ancient Greek concept of arete, *a unity of mind and body to which the complete man of every age must aspire.*

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Restore Chicken's Prestige Image; Show It Cooked, Not Raw, Acree Urges

ATHENS, GA., NOV. 7—A chicken should be much more than just a bird, says Ed Acree.

A lot of downright attractiveness—and even something of a "prestige image"—can be made to rub off on some of the mountains of chickens that from time to time make surplus-food problems for growers, according to the vice-president of Cargill, Wilson & Acree, Richmond.

Transformation of the fowl image would be possible through a new-direction advertising campaign, he said, in summarizing his views at a broiler merchandising seminar, sponsored by the National Broiler Council, at the University of Georgia's center for continuing education here.

The "prestige" bit was only one of his suggestions. But, on that subject, he said the decline in importance of the Sunday dinner appeal of poultry has knocked out much of the "prestige" standing once enjoyed by the food. He said a new advertising approach would bring it back, plus adding wide attractiveness in other ways.

■ Mr. Acree said there is a place for more color advertising, better attention in picturing poultry as part of a meal of several foods, increased emphasis on cooked chicken (instead of raw birds), and more information on food value of chicken in relation to other meats.

He expects no appreciable change from the present wide use of newspaper advertising for retail merchandising of poultry. However, he said, the addition of color, wherever it is practical, is one of the major keys to success.

"Newspapers will continue to be the basic medium," he commented. "But some creative use of radio and television can be effective."

Research has shown, Mr. Acree continued, "that the housewife is more interested in well-prepared foods than in a lot of other things that appear in ads. Show the poultry as a cooked food, not in uncooked form. That's one way to step up appetite appeal to the consumer."

■ Noting that it is a common practice for poultry ads to illustrate dressed—but raw—chickens, as individual birds or as packages, Mr. Acree declared: "Nothing can be less appetizing than a raw chicken, or a packaged raw chicken."

The use of more recipes in advertising, with chicken included as an ingredient, was stressed. Mr. Acree said that more illustrations showing chicken as an important part of a complete meal, in an attractive setting, would probably be one of the most effective sales pitches that could be used. "It's an old technique," he commented, "but it works."

And he suggested: Don't get stuck on the suggestion that fried chicken is the only kind. Play up baked chicken, any other kinds of chicken that might have "eye appeal, buy appeal."

Chicken can also be effectively sold as "weight watcher" food; "It's low in calories, high in nutrition," he commented.

■ The food value of chicken, as compared with other meats, should be heavily emphasized, Mr. Acree recommended. He thinks poultry will come out with a high enough mark there, to catch the eye of many housewives who now are passing it up.

Perhaps the relative food value should supplant the price emphasis that is commonly dominant, he said. Many stores put principal emphasis on the price of poultry, leading the consumer to a practice of "comparing the per-pound cost this week with the price last week," he noted. If such a practice is not inherently poor, it's nonetheless about worn out, he said.

In lieu of giving top billing to price with such regularity, the over-all attractiveness of chicken should be compared with steak, pork, other meats, he suggested. #

Winnipeg Dailies Hike Rates

Two Winnipeg newspapers will increase rates effective Jan. 1. The *Winnipeg Tribune's* general advertising rate will go from 26¢ to 28¢ per agate line. The general display rate of the *Winnipeg Free Press* will be increased from 36¢ to 39¢ per agate line.

Want To Catch The Fish-er-man?

More than a million responsive Sportsmen read MOOSE Magazine every month . . . Over 650,000 FISH — Over 500,000 BOWL — Nearly 350,000 GOLF—325,000 HUNT . . . Join the knowledgeable advertisers who *SELL* via MOOSE Magazine . . . The rate (and the results) will delight you!

EXTRA Volume Purchases for Awards—Prizes available through 1,890 Moose Clubs, with monthly traffic in excess of 1,500,000 "visits".

CLIP TO YOUR LETTERHEAD AND MAIL TODAY FOR FULL DETAILS

Mail to
MOOSE MAGAZINE
Dept. AA1—100 East Ohio St.
Chicago 11—(Or phone DE 7-3090)

Your Name..... Position.....
Company.....
Address.....

All business revolves around the American banker

that is why bankers are prime targets in a thousand advertising campaigns

In today's many faceted business complex, as illustrated above, the fact of banker participation is ever present. His role in the American economy is unmatched by any other segment of the business community, and his influence upon the expenditures, plans and financial affairs of individuals and corporations makes him a prime target in every advertising campaign designed to promote the sale of products requiring financing, or to add prestige to a corporate image.

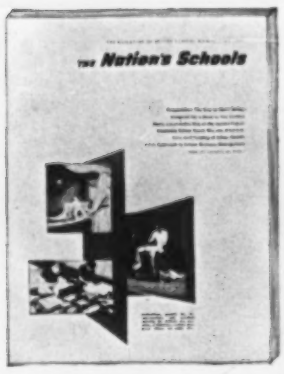
Banks and bankers also represent a tremendously important market for materials, equipment, services, insurance, securities, etc. in their own right. And by their example and counsel they influence the selection and purchase of a myriad of items ranging from stocks, bonds and automobiles to sites for the erection of new manufacturing plants.

More banks and firms advertise in the AMERICAN BANKER to develop better bank relations than in any other medium in the country. Reading this newspaper is a regular part of the business day for some 60,000 business executives in banks that account for more than 93% of the deposits of the banks of the United States. No other publication has as large a voluntarily paid, unsubsidized circulation among so many banks and bankers.

May we show you how the AMERICAN BANKER can aid your promotional plans...how it is helping others.

American Banker

The Only Daily Banking Newspaper 32 STONE STREET, NEW YORK 4, N.Y.
It's the news that makes it different and preferred



WANTEDNESS BY KEY BUYERS makes this magazine the best medium in the public school market

THE NATION'S SCHOOLS provides *77.2% coverage* of the public school *target market* in terms of *known key buying factors*—through compact, *fully paid circulation*, delivered at an *economical page rate* by a magazine that renders *full editorial service* based on intensive, *continuous study of readers' needs.*

Coverage of the target market

MORE THAN 91% of total U.S. public school buying power lies in the 24% of all school districts having 600 or more enrollment. Of this bull's-eye sector, 77.2% is covered by paid subscriptions to THE NATION'S SCHOOLS—with the largest paid circulation to chief administrative officers ever achieved by a magazine of school administration.

Known key buying factors

THE *buyers* in the public school market are the responsible chief administrative officers and their administrative and business staff members—the group you must reach, influence and sell.

Fully paid circulation

THE NATION'S SCHOOLS now maintains the only fully paid circulation available in the public school market—by far the largest ever obtained by any magazine among school administration officers. THE NATION'S SCHOOLS is bought and paid for by more public school administrators than even request any other magazine, paid or free. Compact, waste-free circulation is achieved by an editorial program concentrating on the needs of this key group.

Economical page rate

THE NATION'S SCHOOLS provides the lowest page rate in the public school market —made possible by offering compact, concentrated coverage of *buyers*, the people whose influence is vital to sales success.

Full editorial service

THE NATION'S SCHOOLS, since its inception in 1928, has served editorially the full range of interests of the single, concentrated group of decision-makers, rather than editorial dilution of the interests of its target audience in attempt to serve the needs of the fringe groups whose interest is limited and occasional.

Continuous study of the readers' needs

ALONE in the public school market, THE NATION'S SCHOOLS carries on a *Continuing Study of Readership*. During any twelve-month period, more than 12% of the total target audience expresses its opinions, preferences and evaluation of the magazine's editorial content. This enables the editors to measure accurately the interests of its readers, the impact of editorial features, the readership of its various departments. It enables the publisher to determine the readership and action response of advertising. Thus THE NATION'S SCHOOLS is totally oriented to reader needs and able to provide the most effective communication with those decision-makers you must reach and influence to sell successfully in the public school market.

THIS SIMPLE, DIRECT APPROACH to reaching, influencing and selling the public school market has resulted in advertising leadership over a period of 19 consecutive years. During 1960 and again in the first 10 months of 1961, THE NATION'S SCHOOLS carried 46% of all advertising pages in the four school administrative magazines; during the latter period, 57% more than the second magazine. *Here is the 1961 record through October:*

THE NATION'S SCHOOLS	**1167 pages**
School Management	742 pages
Overview	460 pages
American School Board Journal	167 pages

1050 MERCHANDISE MART, CHICAGO 54, ILLINOIS—ADVERTISING OFFICES IN NEW YORK, CLEVELAND, SAN FRANCISCO, LOS ANGELES

F. W. DODGE CORPORATION
A McGraw-Hill Company

THE Nation's Schools

39-Question Quiz Helped Florida Citrus in Choosing Agency

LAKELAND, FLA., Nov. 7—Benton & Bowles has gone back to work on the $3,000,000-plus advertising account of the Florida Citrus Commission, in the house at least until June 1 (AA, Oct. 30). And some of the four finalists were still talking about the questions asked by the commission during the final round of screening.

The commission met here Oct. 26, in a closed door session at which B&B, Ted Bates & Co., Campbell-Ewald Co. and Lennen & Newell individually answered a battery of 39 questions. B&B was on the firing line two hours and 45 minutes; Campbell-Ewald, a little more than an hour. Bates and L&N took about two hours each.

Here are the questions they answered:

AGENCY PERSONNEL

1. Give us your suggested personnel line-up of who in the agency would directly service the Florida citrus account. Also give brief biographical background of each.
2. How much time will you and other senior executives devote to the Florida citrus account?
3. How much authority will the Lakeland representative have? Will he be in a position to make decisions and carry out agency policies?
4. If the agency is asked to send the Lakeland representative or a home office official on field trips, do you charge for time, travel expense, etc.? If so, what is the rate?
5. Would the agency be willing for the commission to screen personnel to be given contact assignments?
6. Is the agency planning to assign to Lakeland only a contact executive who would act as liaison between the Florida Citrus Commission and the agency, or is the agency's Lakeland office to include additional personnel? If so, what services would be provided?
7. Insofar as the agency's home office direction is concerned, specifically who would head up the over-all citrus account from the standpoint of policies and administration of agency services?

ADVERTISING

8. Would you place your orders for newspaper advertising well in advance in order that our field staff could solicit advertising cooperation and support?
9. Would you accept recommendations from our field staff regarding media for b&w newspaper schedules, or would you buy strictly on circulation figures?
10. To what extent do you pretest new advertising appeals, and what is the basic pattern of procedure which would be employed? Is there any charge for this service?
11. What is the agency's practice in testing the effectiveness of advertising appeals which are in use, other than Starch Reports:
    a. Print media
    b. Broadcast media

What is the agency charge for this service?

12. As to general advertising, does your agency charge for copy, layout or comprehensives of ads that may or may not run?

MERCHANDISING

13. Other than basic creative and production services, what is the agency prepared to do to assist the Florida Citrus Commission merchandising operation?
14. Are you willing to assign a special merchandising representative and/or coordinator to the Florida citrus account that would regularly meet with the Lakeland staff (at least once a month)?
15. Does your agency have a field staff serving both advertising and merchandising? How much "in food store" or "food buy" experience does each member have? Where did they get their experience?
16. Does your agency charge for merchandising services? If so, what is the rate?
17. Do you charge for rough copy and layout of merchandising pieces?
18. How large is your merchandising staff?
19. Has your merchandising staff received special training for this work?
20. If you should receive the Florida Citrus Commission account, would you produce advertising that could be merchandised through the retail food stores?
21. Would the artwork in your ads be suitable for use in producing display material?
22. What type of assistance would you offer to our field staff?
23. Would you give us assistance in preparing layout and copy for merchandising brochures?
24. If you sent representatives from your Merchandising Department to work with members of our field staff, would there be a charge for this service? If so, what would it be?
25. Would the activities of the Merchandising Department be taken into consideration when making your over-all plans for an advertising campaign?
26. What assistance is the agency prepared to give in the creation and testing of point-of-sale pieces and other sales promotion materials?

MARKET RESEARCH

27. How many people at the professional level make up your research staff?
28. Describe the working relationship you maintain between your research staff and the client's marketing research and development staff.
29. Would there be some one or some group, in your Research Department, specifically assigned to work with the Commission's Director of Economic and Marketing Research? If so, who?
30. Would you be prepared to hold 3 or 4 meetings a year between your research people and ours to exchange and refine findings, interpretations and applications of research as they apply to advertising and merchandising of our products?
31. What effort has your research staff made to evaluate the effectiveness of advertising?
32. On the basis of $3,500,000 of advertising billing, how much marketing research are you prepared to perform for the Florida Citrus Commission without charge?
33. What is your policy with regard to divulging your internal research findings on advertising and merchandising to your clients?

GENERAL

34. What assistance is the agency prepared to give the Florida Citrus Commission public relations program in connection with the promotion of advertising campaigns or advertising projects?
35. Are you and other responsible people within the agency generally familiar with the Florida Citrus Commission budget breakdown, the Citrus Code, procedures and regulations that govern the commission's operations?
36. Have any of your activities for clients ever been criticized, cited, or condemned by any government agency?
37. Do you have any direct competitive accounts or related accounts to any Florida citrus products, fresh, canned, or frozen? If the commission should be of the opinion that you do have competitive accounts, would you resign such accounts?
38. There have been times between seasons when the commission advertising funds have been pretty well depleted because of emergency situations. Would and could your agency carry on a regularly scheduled program and accept payment for services at some later date when collections become available for products involved?
39. The commission intends to follow these procedures and policies in conducting its advertising and merchandising programs. Please state whether you are willing to observe these procedures. (Read attached policy statement.) #

Thurow Electronics to Gray

Thurow Electronics, Tampa, manufacturer of electronic component parts, has appointed Gray Advertising, Tampa, to handle its advertising.

For ACTIVE Hunters!

Covering 450,000 outdoorsmen, interested in hunting & shooting — big game, varmints, wild fowl.

Write for sample copy.

The AMERICAN RIFLEMAN Magazine

SCOTT CIRCLE WASH. 6 D.C.

THE SOUTH LEADS THE COUNTRY IN GAIN IN CASH FARM INCOME

U. S. cash farm income is UP for the first seven months of this year over the same period in 1960, according to U.S. Department of Agriculture estimates . . . *and up most in the South.* The 16 Southern states show a gain of 4.9% as compared to a U.S. gain of 2.9%.

Thus, the rural South continues to pile gains on top of gains. Its cash farm income soared to an all-time high of $10,431,404,000 in 1960. This represents a gain of more than $2 BILLION in 10 years. During the same period, the South's country bank deposits and farm-owned government bonds rose from $6.3 BILLION to $8.9 BILLION. This enormous growth in rural buying power is an important reason why the South leads the country in 10-year per capita increase in retail sales with a 34% gain as compared to a 24% gain for the U.S. as a whole. During the last decade, the average size of the Southern farm increased from 148 acres to 217 acres, and the average value of land and buildings increased from $8,654 to $22,426.

All of these gains add up to the fact that Southern farm families are prosperous customers for whatever you have to sell. Your direct route to this rich, up-and-coming market is your advertising in The Progressive Farmer—the magazine with concentrated local influence, special interest appeal and dynamic selling power in the 16 Southern states. You reach 1,411,000 subscriber-families *(more than 5,785,000 readers)*—most of them virtually exclusive to The Progressive Farmer.

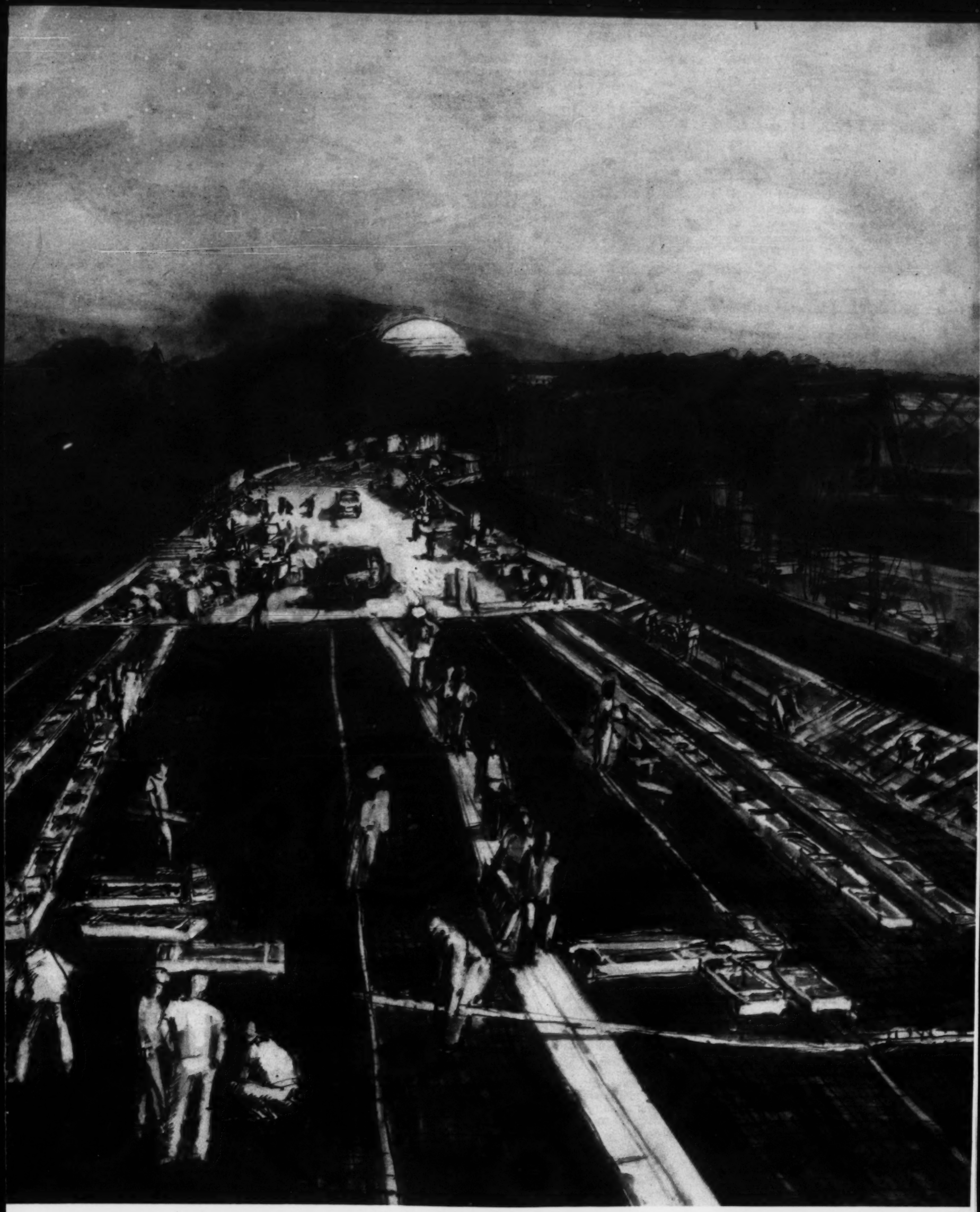
The South Subscribes to

THE PROGRESSIVE FARMER

Advertising Offices: BIRMINGHAM • RALEIGH • MEMPHIS • DALLAS
NEW YORK • CHICAGO • LOS ANGELES • SAN FRANCISCO

Where all is not quiet on the Potomac. Traffic southbound from ever-burgeoning Washington will soon cross the historic river on this sleek new bridge. Howard, Needles, Tammen & Bergendoff are consultants to the District of Columbia Department of Highways & Traffic. General contractors are Schacht Steel Construction, Inc.

In building and construction, if you're important, you read



Engineering News-Record, advertise in it... or both.

A McGraw-Hill Publication, 330 West 42nd Street, New York 36, New York ABC / ABP

FULL-LENGTH FEATURE FILMS ON COLOR TV

This season, "Saturday Night at the Movies" will bring to the Color Television screen such color film classics as "There's No Business Like Show Business" and "Halls of Montezuma." No wonder everybody's moving up to Color. What about you? Get the full Color picture from: W. E. Boss, Director, Color Television Coordination, RADIO CORPORATION OF AMERICA, 30 Rockefeller Plaza, New York 20, N. Y., Tel: CO 5-5900

Preview Issue of New 'Metal-Center News' Out

American Metal Market Co.'s new *Metal-Center News*, New York, has bowed as a 40-page publication carrying 22¾ pages of paid advertising. Designed as a preview issue to test advertiser acceptance, the publication follows a pilot issue which made its debut as *Metal Distributor* last May at the annual Steel Service Center convention in Washington, D.C.

Metal-Center News will bow as a regular monthly in January. The 11¼ x 8¼" publication has a b&w rate of $380, and a combined controlled and paid circulation of 7,000. Archer W. P. Trench, publisher, forecast a minimum of 40 ad pages for the January issue.

Two Join Griswold-Eshleman

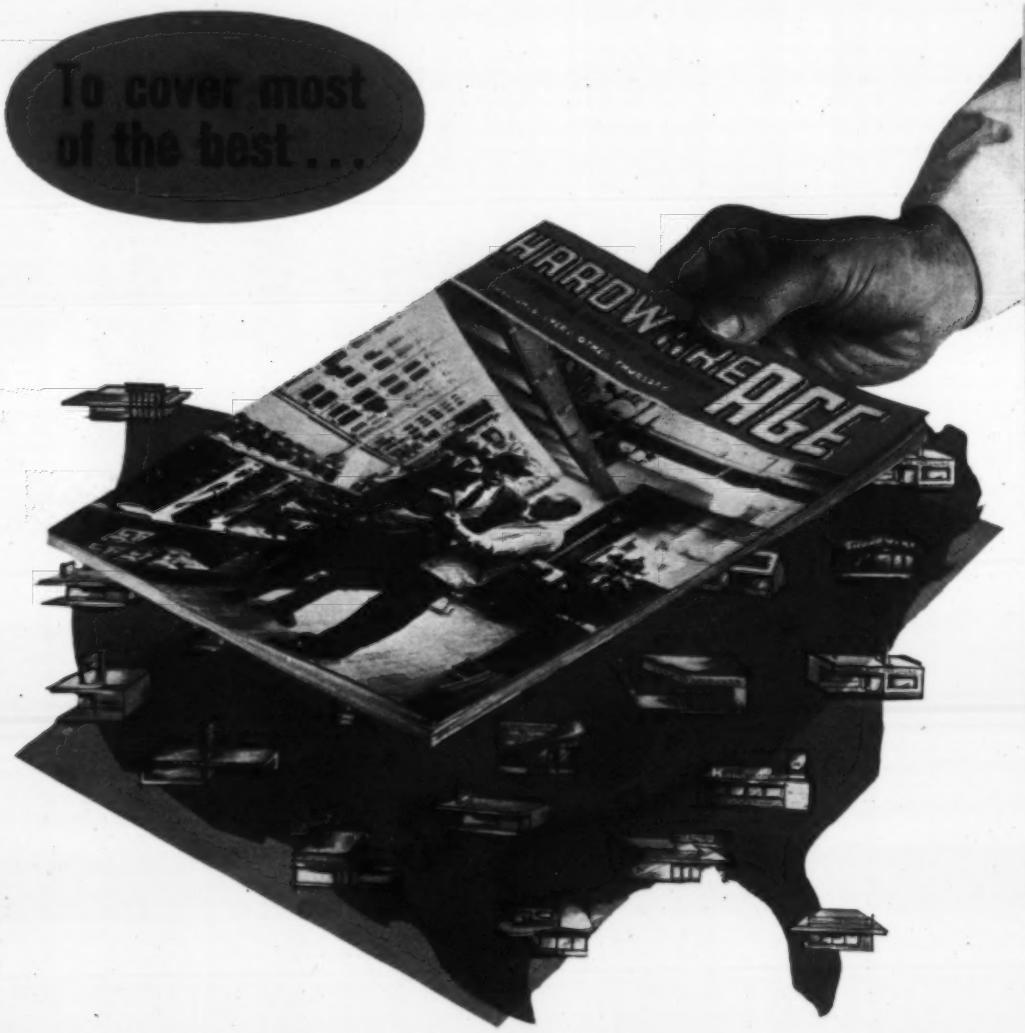
Francis M. Rodgers has joined Griswold-Eshleman Co., Cleveland, as an account executive and Dean McAllister Lierle Jr. has joined the agency as copy chief. Mr. Rodgers was formerly with Van Sant, Dugdale & Co., Baltimore, and Mr. Lierle was formerly vp and creative director of Botsford, Constantine & Gardner, Portland, Ore.

Barteau & Wyckoff Bows

John Barteau and William L. Wyckoff, most recently with Fletcher D. Richards Inc. and O. S. Tyson & Co., respectively, have opened their own agency at 341 Wilton Rd., Westport, Conn.

CO-OP AD?—*This color page, appearing in the Nov. 8 Life, promotes Buxton Inc.'s Organizer billfold—but its agency and account exec get almost equal billing. The credit and membership cards displayed bear the identification of Doyle Dane Bernbach's Evan H. Baker.*

To cover most of the best...



HARDWARE AGE LEADS WHERE IT COUNTS!

You, as an advertiser, want both quantity and quality of circulation. Hardware Age gives you both. The June 1961 A.B.C. Publishers' Statements show Hardware Age total U.S. paid circulation as 38,245 compared to 37,328 for Hardware Retailer. *Lead for Hardware Age: 917.*

For coverage of U.S. hardware dealers, the lead is estimated to be even greater! Hardware Age: 22,480; Hardware Retailer: 20,385. *Hardware Age lead: 2,095.*

So much for quantity. What about quality?

Because of its Census of all Retail Hardware Dealers, maintained on a daily basis and updated with the latest sales volume data, Hardware Age is able to aim its subscription campaigns to the more important dealers — those doing over $30,000 per year in hardware. Subscribing at their own pre-paid request, these Hardware Age readers constitute an extremely high quality circulation — the kind advertisers are most interested in reaching.

Three out of every four hardware advertisers run in Hardware Age. Half of these choose to be in Hardware Age exclusively. See how a regular campaign in Hardware Age will help increase *your* sales. Ask your advertising agency or write us.

These 9 Features of HARDWARE AGE'S MAP

Marketing Assistance Program

help increase sales

NATIONAL SURVEY. A scientific sampling of 40,000 hardware stores. Covers 224 hardware products in nine categories. Shows total retail and average sales volume. Percent of stores carrying each product. Number of brands carried and where purchased.

CHILTON RESEARCH SERVICES. The Chilton Company research department is available — for a reasonable fee — on an independent, fully confidential basis to manufacturers, agencies and others for conducting market and product research.

GENERAL COUNSELING FROM HARDWARE AGE STAFF. The marketing experience and knowledge of the Hardware Age organization is at your service. Advice on such key problems as cataloging, pricing, discounts and distribution.

VERIFIED LIST. The most complete list of hardware wholesalers in the industry. Includes names, addresses, territory covered, lines handled and buyers for 531 general hardware wholesalers in the U.S. and Canada — plus 1,350 manufacturers' agents.

CENSUS OF RETAIL HARDWARE DEALERS. Includes all 40,000 known hardware retailers broken down into volume groups by states. Census maintained daily for extremely accurate research and promotion uses.

RESEARCH AND PROMOTION MAILING SERVICES. Keyed to the Hardware Age Census of Retail Hardware Dealers — the most accurate, complete, up-to-date lists in the business.

MERCHANDISE DIRECTORY NUMBER. Lists 7,560 hardware products with 10,025 cross references. Gives manufacturers' names, addresses and more than 25,000 brand names.

MERCHANDISING SERVICES Promotions by Hardware Age advertisers can be supported with such items as tear sheet folders, post cards, bookmarks and easels.

MEDIA HELP. Helpful material for the media buyer: readership studies, page sales analyses and a Planning Guide giving valuable information on the hardware markets.

More Eager Readers in

Hardware Age

A Chilton Publication

Member ABC NBP

Chestnut and 56th Street
Philadelphia 39, Pa.

Marketing Needs Triple Research Backing: Reynolds

MINNEAPOLIS, Nov. 7—Don't expect to order a new product from research as you would a toothbrush from the drug store, W. B. Reynolds, General Mills research vp, told the 8th biennial institute of Minnesota chapter, American Marketing Assn.

"Undue pressure from marketing frequently leads to hastily conceived products of questionable quality," he said.

The enlightened marketing concept, Mr. Reynolds said, requires three major technical programs: (1) a fundamental research program engaged in search for new knowledge; (2) an exploratory program which becomes more immediate than the fundamental work; and (3) an applied product development program aimed at introducing new products in time, and with particular characteristics which will satisfy consumer wants.

With these, he said, it is possible to work not only from the consumer back toward development, but also to work from a developing technology toward the consumer.

■ Out of basic research—in which scientists are not consciously slanting their efforts toward fulfilment of specific consumer needs—have come nylon, the transistor, polyethylene and a host of other new products, Mr. Reynolds said.

Once a definable product begins to emerge from this "black box of technology," however, market research becomes as important as the product itself, he said.

"The decision to perfect the product through further applied research should be made only in the light of basic marketing considerations," Mr. Reynolds said. "Once the product is perfected, the final decision to manufacture and sell becomes a dominant marketing function."

The vital factor in decision making is proper liaison among research, marketing and executive management at the highest research and division management level, he said. #

McQuay Promotes Cook

Gideon M. Cook has been promoted to the expanded post of advertising and sales promotion manager of McQuay Inc., Minneapolis, manufacturer of air conditioning, heating and refrigeration equipment. Mr. Cook formerly was regional sales manager and in charge of advertising for American Automatic Ice Machine Co., a McQuay subsidiary.

HERE AND ABROAD

858 Fairchild reporters cover the side streets as well as the boulevards of world commerce, reporting the news immediately from wherever it breaks, no matter how quietly it breaks.

In a typical 5-day period, Sept. 25-29,

FAIRCHILD
BUSINESS NEWSPAPERS

published stories written on the spot in 645 different cities located on every continent of the world except Antarctica. Datelines ranged from Anaheim, California to Adelaide, Australia... Morris Plains to Madras... Christ Church, New Zealand, to Ste. Marguerite, Canada.

It is for this kind of world-wide coverage that one million readers turn first to the pages of Fairchild. They depend on the world's largest business newspaper organization to get them the news they need to know—first.

Isn't this million-reader market your kind of media?

THE BIG DIFFERENCE IS

NEWS

WOMEN'S WEAR DAILY • DAILY NEWS RECORD • HOME FURNISHINGS DAILY • FOOTWEAR NEWS • SUPERMARKET NEWS • ELECTRONIC NEWS • METALWORKING NEWS • DRUG NEWS WEEKLY • MEN'S WEAR MAGAZINE

FAIRCHILD PUBLICATIONS, INC., 7 EAST 12 ST., NEW YORK CITY

Want Another Million Smokers?

Cigarettes—Cigars—Pipe Tobacco . . . More than 1,150,000 daily average Moose consumer tobacco-product purchases represent a huge extra-volume-potential for your Brand (s) via the response-proved ad-pages of MOOSE Magazine that also "SELL" your BRAND to the 1,890 Moose Clubs selling tobacco products—and having a monthly traffic exceeding 1,500,000 'visits' . . . reflected by over $35,000,000.00 in Moose Club product-purchases. Send coupon for the attractive ad-rates and the SPECIAL Moose Club promotional program available for your BRAND (s).

CLIP TO YOUR LETTERHEAD AND MAIL TODAY FOR FULL DETAILS

Mail to
MOOSE MAGAZINE
Dept. AA2—100 East Ohio St.
Chicago 11—(Or phone
DE 7-3090)

Your Name..... Position
Company.....
Address.....

TFH Buys 'Paperback Review'; Gillespie Remains at Helm

Paperback Review, published three times a year for the college market, has been sold to TFH Publications, Jersey City, for more than $50,000. Alan Gillespie, who founded the publication in January, 1960, will continue as editor and publisher. TFH publishes *Tropical Fish Hobbyist* and other pet books.

Paperback Review is distributed via 6,000 bookstores, of which 4,500 serve colleges, and in insert form through 157 college newspapers. Bookstores pay *Paperback Review* for imprinting their names on copies used for the inserts; the publication then coordinates delivery and pays the collegians.

Sackheim-Bruck Gets One

International Boating Assn., Ft. Lauderdale, Fla., has named Maxwell Sackheim-Franklin Bruck, New York, to handle its advertising. There was no previous agency.

SATURATION—*Hobart Mfg. Co., Troy, O., has scheduled an 18-hour tv saturation schedule of minute and 20-second commercials in 34 markets, to be followed by b&w and 2-color newspaper and Sunday supplement ads like this for its KitchenAid dishwasher. Buchen Co., Chicago, is the agency.*

KitchenAid Ties TV Saturation to Thanksgiving Chore

TROY, O., Nov. 7—It takes a heap o' dishes to serve up Thanksgiving dinner, and Hobart Mfg. Co. will time the 34-market saturation tv promotion of its KitchenAid dishwashers to coincide with the big washup.

Three teaser ads on tv pages of newspapers will lead off the program in those markets, to be followed by an 18-hour 20- and 60-second spot saturation schedule beginning Thanksgiving morning.

Commercials point out that the KitchenAid "holds a whole turkey dinner's worth of dishes—and the roaster, too!" A free Mirro roaster will be offered to viewers.

Newspaper and Sunday supplement b&w and two-color ads will follow in the same 34 markets, beginning the day after Thanksgiving, and Hobart offers dealers five mat ads tying in with the theme.

■ The Thanksgiving theme gains added strength from the KitchenAid regular schedule in *American Home*, *Better Homes & Gardens*, *Electricity on the Farm*, *House & Garden*, *House Beautiful*, *Look* and *Sunset Magazine*, plus 12 trade magazines.

Buchen Co., Chicago, is the agency. #

Stiffel Sets '62 Campaign

Stiffel Co., Chicago, lamp manufacturer, will enter its 15th year of consumer advertising next year with an ad budget of $175,000. *The New York Times* has been added to the media list for the first time. Consumer ads will also run in *Holiday*, *House & Garden*, *House Beautiful*, *The New Yorker* and *Vogue*. The trade schedule includes *Home Furnishings Daily*, *Interior Design* and *Lamp Journal*. Alfred Auerbach Associates, New York, is the agency.

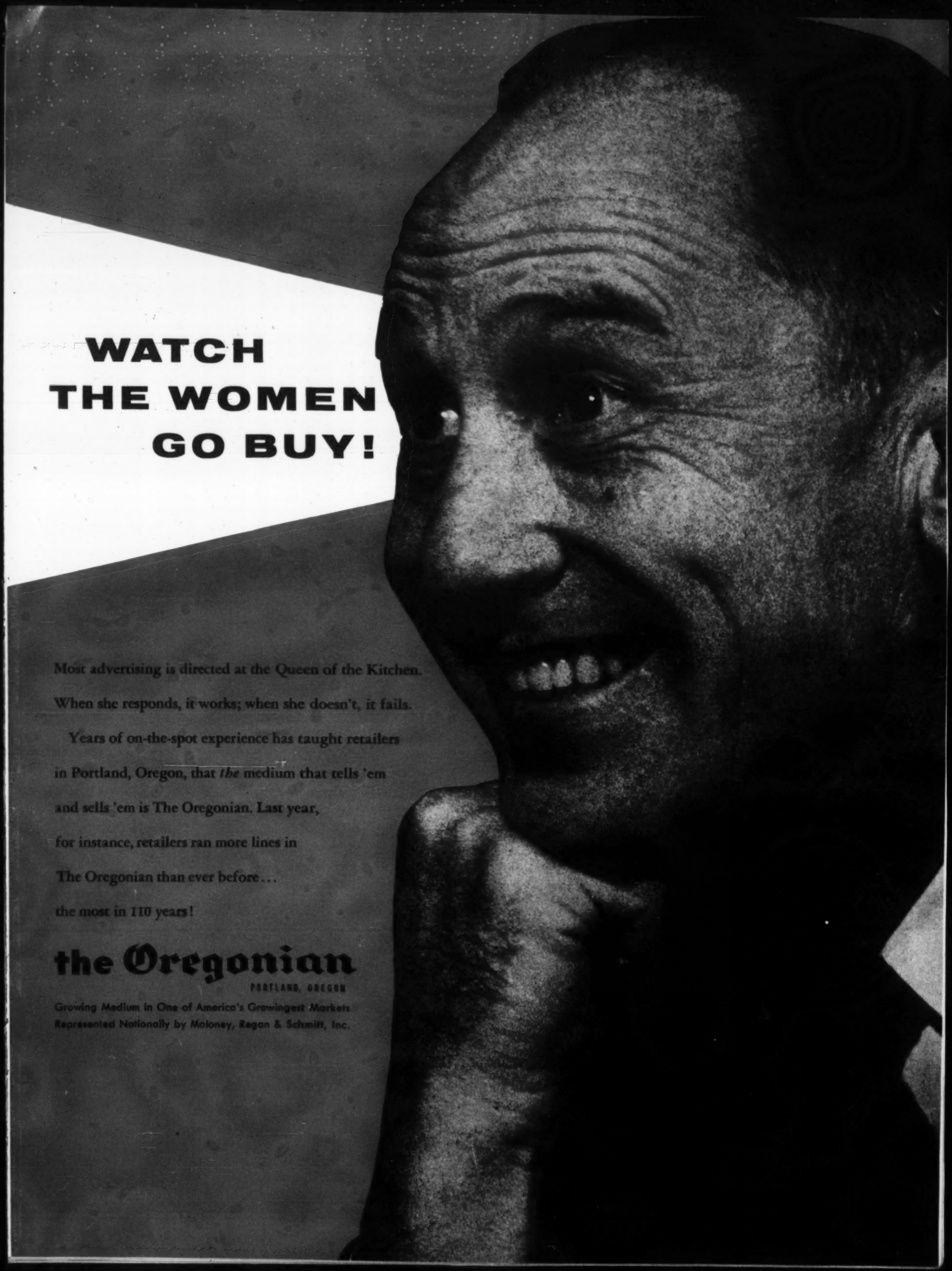
Rosenbloom Names Kornacker

Betty Kornacker, formerly traffic manager, has been appointed media director of Irving J. Rosenbloom & Associates, Chicago, succeeding Mrs. Peggy Allen, who has moved to Florida.

"Well, we decided one thing, anyhow:
we include Charleston-Huntington and WSAZ-TELEVISION."

Here are the sound, dollars-and-cents facts that make this decision *for* you! The dynamic Charleston-Huntington market includes 4-states, 72-counties in the very heart of the "American Ruhr" region of the great Ohio Valley. Here there are nearly half a million homes and over two million industrious people spending $4 billion a year. And the only television station seen everywhere in the entire market is WSAZ-TELEVISION. And no wonder! WSAZ-TELEVISION *created* this market through its power and programming. For more about this newest Goodwill Station, and why it belongs on your must-buy list, see your Katz Agency man.

WSAZ TELEVISION
CHANNEL 3 CHARLESTON - HUNTINGTON
DIVISION: THE GOODWILL STATIONS, INC.



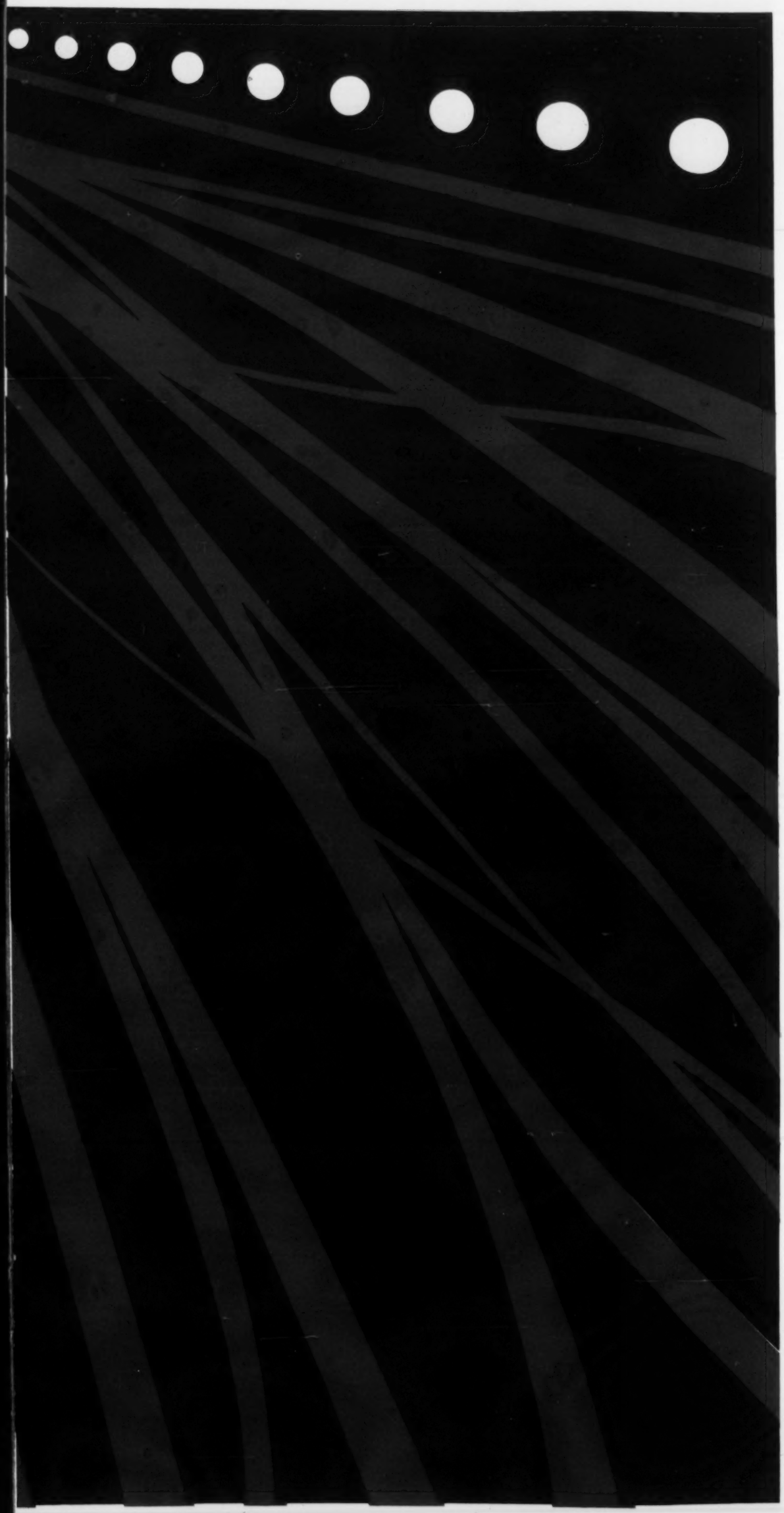
Most advertising is directed at the Queen of the Kitchen. When she responds, it works; when she doesn't, it fails.

Years of on-the-spot experience has taught retailers in Portland, Oregon, that *the* medium that tells 'em and sells 'em is The Oregonian. Last year, for instance, retailers ran more lines in The Oregonian than ever before... the most in 110 years!

the Oregonian

PORTLAND, OREGON

Growing Medium in One of America's Growingest Markets
Represented Nationally by Moloney, Regan & Schmitt, Inc.



The Facts of Leadership: #6

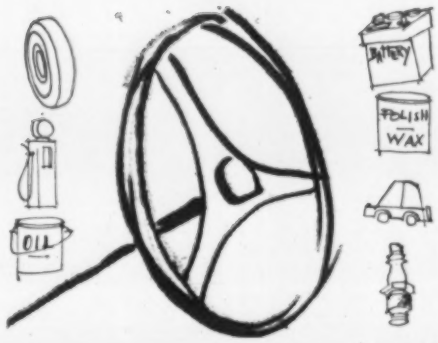
TIME is a natural for automotive advertisers. The market for new cars is in families with incomes of $5,000 and up. 2,322,000 of those families read TIME. TIME is the *biggest* of the selective magazines —and the *most selective* of the big magazines. Here is the audience whose buyers set the buying trend. Important advertising belongs in TIME... America's Most Important Magazine.

TIME

Want To Sell A Million Drivers?

642,657,143 Gallons of Gasoline . . . 54,163,210 Quarts of Oil . . . 4,590,000 Spark Plugs . . . 1,866,600 Tires . . . 229,500 Batteries . . . A huge volume of replacement and car-operation items for over 9 Billion driving miles annually are *PURCHASED* by the responsive readers (car owners) reached only through MOOSE Magazine. Want to sell the million Drivers? (The rate—and results—will delight you!)

EXTRA Volume purchases for Awards—Prizes through 1,890 Moose Clubs, too! Clubs alone spend over $35,000,000.00 annually for needs of the more than 1,500,000 visits each month.



CLIP TO YOUR LETTERHEAD AND MAIL TODAY FOR FULL DETAILS

Mail to
MOOSE MAGAZINE
Dept. AA3—100 East Ohio St.
Chicago 11—(Or phone DE 7-3090)

Your Name..... Position.....
Company.....
Address.....

KIND OF TEASING—*This two-page ad by Rockcote Paint Co. in the November American Paint and Wallpaper Dealer hints at Telecolor, the electronic color transmitter developed by Rockcote's parent company, Valspar Corp. William R. Williams Inc. is the agency for Rockcote.*

NOTHING SELLS TOYS LIKE CHRISTMAS!!!!!

. . . or for anything giveable.— Christmas is the most favorable selling *climate*. ☐ Nowhere is it more favorable than Big D. ☐ All North Texas makes a big to-do over Christmas and heads for Dallas' big stores to do its big Christmas shopping.

NOTHING SELLS BIG D LIKE THE NEWS!

THE CLIMATE'S THE THING! More important than its larger circulation, The News' favorable selling *climate* adds "occasion" to advertising as Christmas lights to a tree. It is reader confidence, the word of a friend, that translates into "Aunt Martha will love these!" "That will please John!"

Toys or tinsel, appliances, apparel, accessories, food, refreshment, or stick 'em tape — if your product has Christmas appeal, your advertising will sell stronger in the *climate*-right Dallas News.

But hurry! Christmas buying begins Thanksgiving, and early sell-outs leave time for reorders.

The Dallas Morning News

CRESMER & WOODWARD, INC., National Representative
THE LEONARD CO., Florida Travel Representative

TV Industry Is Maturing with Its Viewers, Scott Says

PITTSBURGH, Nov. 7—A strong defense of television as a medium of information, entertainment and merchandising was entered here by Walter D. Scott, exec vp of NBC Television, in a speech before the Pittsburgh Advertising Club last week.

Mr. Scott said the current dramatic upsurge in news and information programming, much of it in prime time, "is not, as some cynics would have it, the harried response of broadcasters to cries for reform. It is part of a long-term trend. I regard this as firm evidence that television and its audience are maturing together."

The NBC executive criticized "doublethink" critics of tv, who "proclaim righteously that broadcasting is a public resource, and at the same time claim that providing programs for which the public has expressed its preference is a betrayal of the public trust."

▪ Mr. Scott said television's audience popularity is on the rise and that, as a "merchandising force of unprecedented reach and impact," television and its commercial partners have provided a stimulant and catalyst for the growth of the entire economy. #

Screen Features Formed; Offers 'Bang-Bang' Show

Screen Features, New York, a new tv production company specializing in children's programming, has been formed by four former employes of Cayton Inc. The partners are copywriters Frank Butler and Mort Elkind and film editors Pablo Zavala and Sheldon Riss. Mr. Elkind is now employed as a copy chief at Sanders, Lowen & Alexander Advertising.

The new company is producing "Billy Bang-Bang Movies," a 150-episode series based on a collection of silent westerns with dialog and original music score added.

McNaughton-Laub Adds Three; Names Russell Calvert VP

McNaughton-Laub, Los Angeles, has been named to handle advertising for Palmer Institute of Authorship, Hollywood; and Mural Arts, Reno, marketer of Paint-By-Number; and Trophy Homes Builders. Barton A. Stebbins Advertising, Los Angeles, formerly handled advertising for Palmer Institute, until its recent acquisition by North American Schools, a client of McNaughton-Laub.

At the same time, the agency has elected J. Russell Calvert, account executive, a vp.

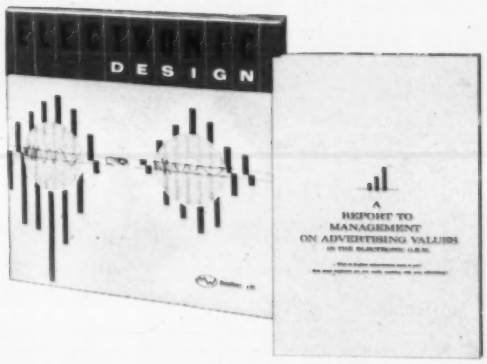
when the ELECTRONIC DESIGN engineer

SPECIFIES

his company BUYS

Each issue of ELECTRONIC DESIGN (every two weeks) taps another $192,000,000 worth of market. Because *SPECIFICATION* must precede purchase, your advertising must reach the man who specifies . . . the electronic design engineer. ELECTRONIC DESIGN is the only publication to concentrate exclusively on this key engineering function. 100% qualified electronic engineer subscribers, 100% verified, 100% name and title.

Photo by Motorola Inc. Military Electronics Division



HOW MANY ENGINEERS DO YOU REACH WITH YOUR ADVERTISING?

Most electronic publications now *claim* engineering circulation, but *Electronic Design* delivers! Write for 12 page booklet "Report to Management" which compares ED's circulation statement with Electronics and Electronic News.

a HAYDEN publication
850 Third Avenue, New York 22, N.Y.
New York • Chicago • Boston • Los Angeles • San Francisco • Atlanta • Tokyo • London

FDP

food & drug
PACKAGING

The only news magazine that reaches over 35,000 food and drug executives involved in packaging decisions accounting for 80% of total packaging purchases.

BPN MAGAZINES FOR INDUSTRY, INC., publishers of Bottling Industry • Candy Industry and Confectioners Journal • Candy Industry Catalog and Formula Book • Food & Drug Packaging FDP

New York 21 660 Madison Ave. PLaza 9-5245 Chicago 6 20 North Wacker Dr. Financial 6-7873
San Francisco 11 22 Battery St. YUkon 1-1299 Los Angeles 35 5478 Wilshire Blvd. WEbster 8-0111

Adman in the News . . . Don Curran

NEW YORK, Nov. 7—Throughout his whole career Don Curran has been well endowed with the basic prerequisite for an ace promotion man: Enthusiasm.

The dedicated Mr. Curran, who at 32 is the Broadcasters' Promotion Assn.'s youngest president, has a faculty for bringing to his work—whatever it may be—a fresh point of view.

■ A slender man with blue-gray eyes, he was born and educated in Oklahoma City. He probably has his father to thank for an early bent toward the promotional business. When young Don was growing up, his father—now in real estate—was in a variety of businesses, all allied with the theater. The elder Curran was a theatrical printer, a movie theater owner, a carnival operator, and a promoter of legitimate plays in Oklahoma City.

Young Don had time for one year at the University of Oklahoma before the Air Force beckoned. His three years in service turned out to be invaluable. It was there that he decided to make a career of broadcasting because of the satisfaction derived from his stint with Armed Forces Radio.

After the Air Force, Don went back to the University of Oklahoma in 1950 to study radio and tv production and administration. He mixed the formal study with on-

Don Curran

the-job training. By day, in his free periods, he sold radio time. At night he was a disc jockey at KNOR, Norman, Okla., for the "late" and "late, late" shows.

■ The business world enticed him away before graduation. In 1952 he left to become a salesman and announcer at KGWA, Enid, Okla. He stayed there for about a year, caught between the business and performing sides of radio. In 1953 he made the big decision: He cast his lot with the backstage segment of broadcasting. He took a big step forward by moving to KOMA, Oklahoma City, as promotion manager. Having talked himself into a job in a field that he says he then knew little about, Mr. Curran armed himself with all the books he could find on promotion, and capitalized on what he had learned about promotion from his father's theatrical enterprises.

■ After about eight months at KOMA, he transferred to KATV, Little Rock, because, as he puts it, he had a "burning desire to get into television." His first job with this station, which has facilities in Little Rock and Pine Bluff, was promotion manager. His last two years there were spent managing the Pine Bluff facilities.

This was also a most eventful period for another reason. It was in Arkansas that he met and married his attractive wife—a girl with the unusual Irish name of Michaella (Mike) O'Connell.

By spring, 1957, Mr. Curran was on the move again—still in a generally easterly direction. In April, 1957, he was named advertising and promotion manager of KTVI, St. Louis. Four years later to the day he moved to New York as director of advertising and promotion of American Broadcasting Co.'s owned radio stations—the job he now holds.

■ The move to New York he found exhilarating because, "to float a big ship, you've got to find the deep water." The switch back to radio—which had changed greatly from the days when he used to work in that medium—he found stimulating.

The Currans live in Verona, N.J., with their three children: Carol, four, Ann, three, and Mark, going on 2. They enjoy music of all sorts; Don plays the piano by ear. Photography is another hobby, with the children as willing subjects. #

these
"gay nineties"
bathing beauties
didn't stop traffic
in Kalamazoo!

Nothing could stop the record crowds at the recent Qld-Fashioned Bargain Days sales event. Retail merchants enjoyed record sales and the largest crowds ever to attend a sales event in Kalamazoo!

Kalamazoo's high ($7,352) Effective Buying Income per household coupled with the state's highest employment level accounts for the vigorous and healthy sales picture today.

The most economical and rewarding way to sell the entire high-potential Kalamazoo market of nearly 300,000 population is through the pages of the Kalamazoo Gazette—"A Member of the Family" for 128 years. Don't take our word for it—ask Kalamazoo's prosperous retailers.

KALAMAZOO GAZETTE

NATIONAL REPRESENTATIVES: A. H. Kuch, 110 E. 42nd Street, New York 17, MUrray Hill 2-4760 • Sheldon B. Newman, 435 N. Michigan Ave., Chicago 11, SUperior 7-4680 • Brice McQuillin, 785 Market St., San Francisco 3, SUtter 1-3401 • William Shurtliff, 1612 Ford Bldg., Detroit 26, WOodward 1-0972.

A Booth Michigan Newspaper

PRIME TIME

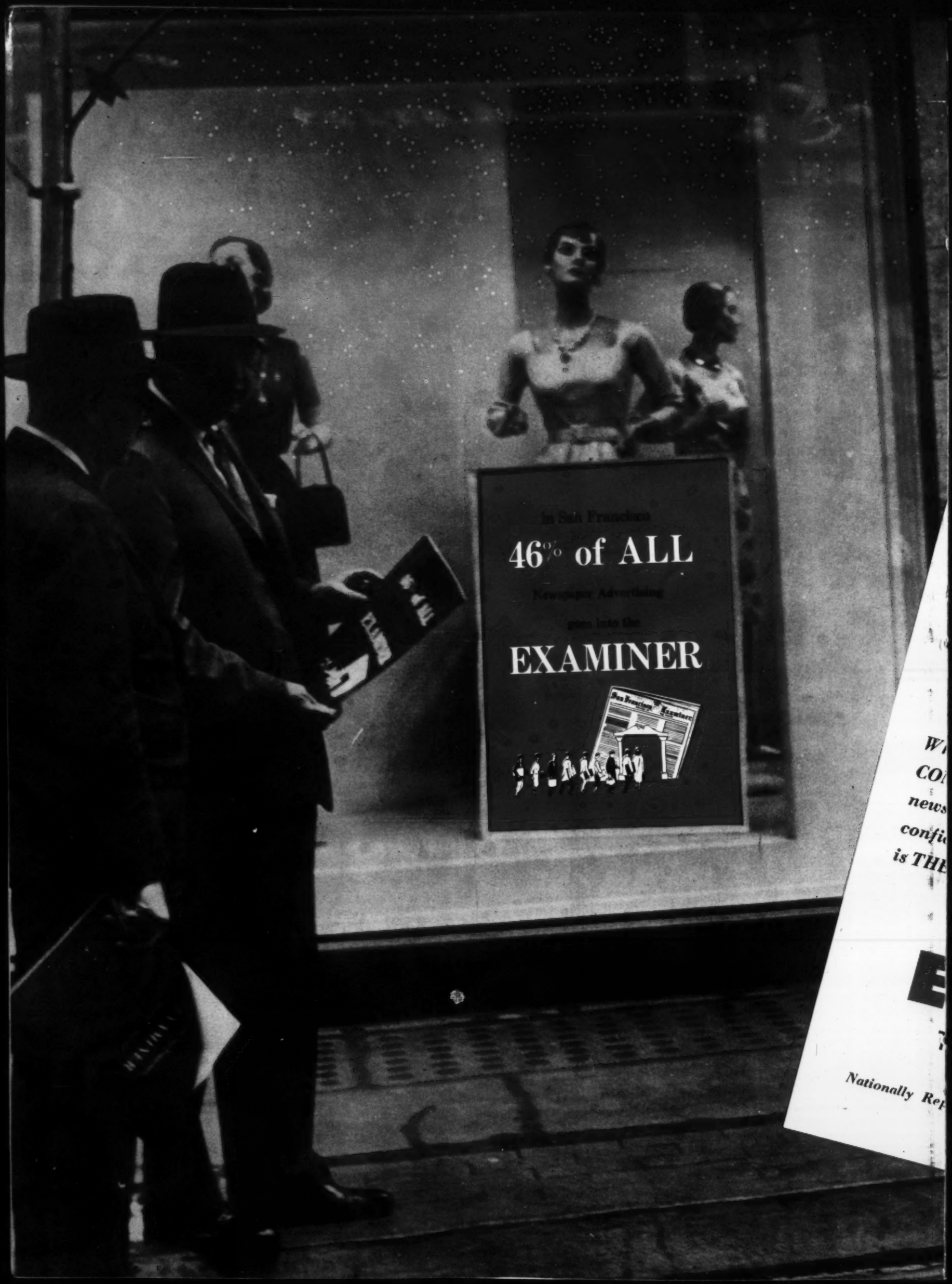
(All The Time)

No guess. No gamble. No maybe.

You *know* you're getting home to the best families in the country when you advertise in FARM JOURNAL.

More than 3 million subscribing families depend on FARM JOURNAL. It helps them to earn a good living, to enjoy a good life.

You can depend on FARM JOURNAL. All the time. Every time.


In San Francisco
46% of ALL
Newspaper Advertising
goes into the
EXAMINER
W
CO
news
confi
is THE
E
Nationally Rep

EXAMINER LEADERSHIP is a reflection of Examiner influence

For the first 9 months of 1961 The Examiner carried **46%** *of all the advertising placed in the three San Francisco metropolitan newspapers and* **24%** *more than was placed in the second San Francisco newspaper.*

IN THE EXAMINER

Total Advertising **25,498,463**
5,066,943 more lines than the Chronicle

Total Retail **10,888,161**
1,718,176 more lines than the Chronicle

Total Department Stores **4,689,018**
1,397,285 more lines than the Chronicle

Source: Media Records, Includes legal and the Chronicle's part-run rate advertising and excludes advertising in This Week, American Weekly, Comics and Puck, The Comic Weekly.

★

hen retailers whose business depends on local response NSISTENTLY place the bulk of their advertising in ONE paper, you can be sure that newspaper has earned the dence of its readers! In San Francisco, that newspaper E EXAMINER.

SAN FRANCISCO **BELIEVES** IN THE

EXAMINER

Tells You More–Says It Better

presented by HEARST ADVERTISING SERVICE INC.

1 FIRST in the United States among cities under 150,000 population.

6 SIXTH in the United States among ideal testing cities regardless of population.

2 SECOND of all testing cities in New England regardless of size.

source Sales Management

PORTLAND, MAINE

the testingest market in the country

PORTLAND PRESS HERALD • EVENING EXPRESS • SUNDAY TELEGRAM

94% coverage of ABC retail zone — 100% coverage of city zone — represented by Julius Mathews Special Agency

U.S. Adman, P&G Execs, Turn Talents to Teaching, Start Grade School in Frankfurt

FRANKFURT, Nov. 7—The chief of an American advertising agency in Germany and two Procter & Gamble executives have found themselves in the school business here.

Denis Lanigan, general manager of J. Walter Thompson in Germany, and Don R. Hinkley, P&G's general manager here, and Richard L. Matthews, associate brand promotions manager for P&G, handled the formation of the Frankfurt International School, which has just opened.

Mr. Hinkley is chairman of the school board, Mr. Matthews vice-chairman, and Mr. Lanigan member of the board. An amusing ad sidelight is that they are business competitors, since P&G is expanding in Germany via Young & Rubicam, while Thompson services Unilever.

■ The men have thrown off their business diversities, however, to work in establishing the city's first international school, which opened this fall with more than 160 students from 11 nations—in nursery school through the eighth grade.

And for one who thinks the ad business offers variety, the enrolment of the school has even more—101 American children, 15 English, 12 Canadian, five Dutch, five from the United Arab Republic, one each from Argentina and Iceland, and three each from Cuba, France and Italy.

Of the children, 27 speak only German, and several speak only Spanish. But the school's basic instruction is in English, with special language courses for the others. The school follows a pattern set up in other cities which have an international character—Geneva, Paris and London—in that it offers an opportunity for children of American business men and other foreigners resident here to follow the basic courses needed for the upper grades and for college. It meets the accreditation standards set by the U.S. and prepares the pupils for the British G.C.E. exam and the U.S. college entrance programs.

In teaching history, for instance, the school offers an amalgam of British, Canadian and American textbooks, plus an initial delving into German history.

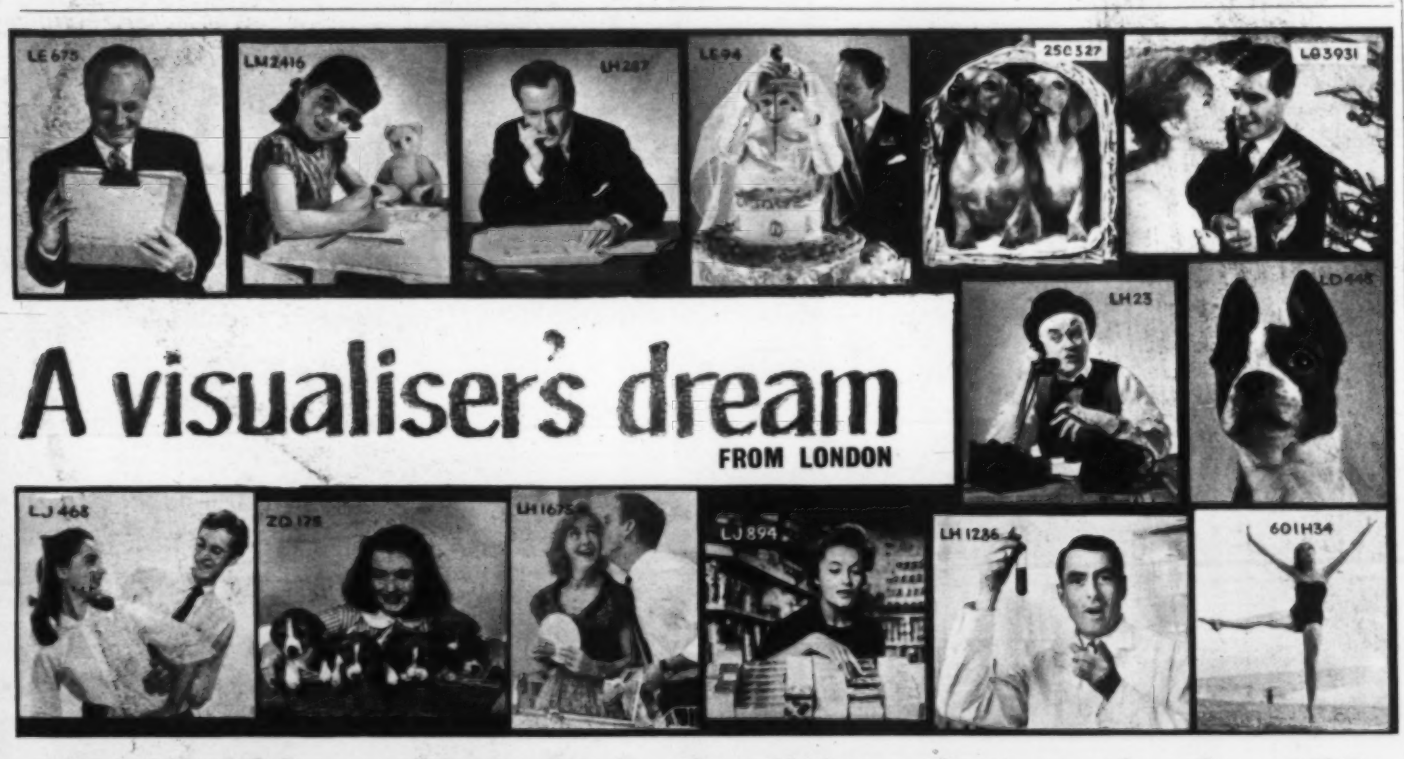
Amazing to the German educators is that the school operates on the American Monday-Friday schedule, instead of the Monday-Saturday basis on which the German children attend classes.

While there are few of the usual American sort of outside activities like ballet, band, little theater, the school will have exchanges with German schools, form an international club for the students, and offer English classes for German students and adults.

Tuition fees range from $150 for the nursery school to $400 for the eighth grade, for the self-supporting non-profit group. The board has raised $6,000 in donations from individuals and firms and hopes to raise about $25,000 for added equipment.

■ "We never discuss our agency or account business," Messrs. Lanigan and Hinkley emphasized. Mr. Hinkley, with three children, two of school age, and Mr. Lanigan, the father of a year-old baby, are spending much of their spare time on the problems of the school.

"The school is actually proving a boon to business in this area," Mr. Hinkley noted. "For instance, we know of one company which is opening its German headquarters in Frankfurt specifically because the school will be available for the children of its American employes."



A visualiser's dream FROM LONDON

Over 3,000 cracking good advertising photographs for $25

Mayflower's famous international photo library is now available to American agencies. This new service from London is now being used in 30 countries.

Europe's top models and creative photographers team-up to produce these sparkling pictures, all of which are taken with advertising in mind. People appearing in the photographs have all been paid model fees, so pictures can be used for any commercial purpose. The library—on contact sheets as illustrated here—has been selected from thousands of shots covering a wide range of subjects each of which suggests a different copy slant or advertising theme.

When you become a subscriber we send you the entire Library in contact form which you can keep on file for ready reference. Creative work goes on constantly, and new exciting contact sheets will be sent to you each month at no additional charge, keeping your Library always expanding and up-to-date. A print to fit your layout can be air mailed within 24 hours for only $2.50* (plus postage). Reproduction fees vary according to use. Exclusivity can be arranged if required.
*Print charge slightly higher above 8" x 10".

Mayflower Studio Library
1 DOVER STREET · LONDON W.1 · ENGLAND

MAIL THIS 'NO RISK' COUPON NOW

To: MAYFLOWER STUDIO
1 Dover Street, London, W.1, England

Please forward your complete library of over 3,000 photographs in contact form. If not completely satisfied we will return collection immediately and you will refund remittance or cancel invoice.

*We enclose remittance value $25
*Please bill us
*Please send air mail and charge us extra postage
*Delete not applicable

NAME.....

FIRM.....

ADDRESS.....

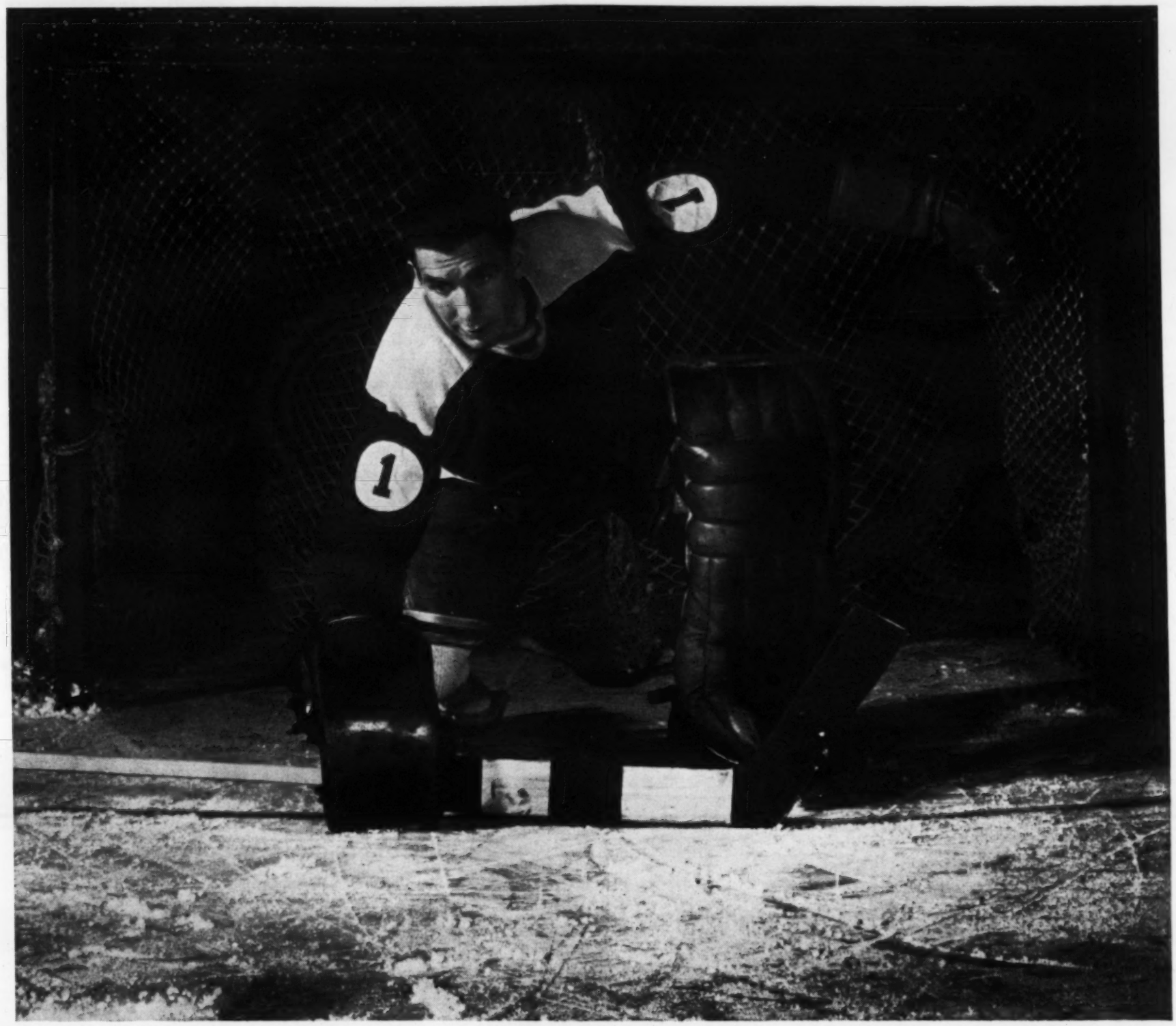
A-2

U. S. Rubber Names Ward Ad Director, Succeeding Gilbert

Gregg T. Ward has been appointed advertising director of U.S. Rubber Co., New York, succeeding Carlton H. Gilbert, who is retiring after 27 years with the company.

Gregg T. Ward

Mr. Ward joined U. S. Rubber in 1925 as a sales clerk in its San Francisco branch. He moved to New York in 1931 and since 1940 has been general merchandise manager, general sales manager and assistant general manager of the footwear and general products division. He was named assistant director of advertising for the entire company in 1957.



Concentrated COVERAGE where it counts...

Your marketing goal of scoring the greatest sales and profit gains for your product can best be realized by concentrating a heavier advertising effort within the nation's most rewarding markets.

The FIRST 3 markets of New York, Chicago and Philadelphia — which account for 19% of total U. S. Effective Buying Income — are widely recognized as the pivotal markets around which the most successful marketing campaign must be built. In these 3 top urban sales centers where the family coverage of General Magazines, Syndicated Sunday Supplements, Radio and TV thins out, *there is no substitute* for FIRST 3 MARKETS' dominant 54% COVERAGE of all families.

In addition, busy cash registers in the six states adjacent to the 3 markets ring up 28¢ out of every U. S. Retail Sales $1.00. FIRST 3 concentrates the bulk of about 5½ million circulation within these six states to deliver 38% COVERAGE of all families.

Concentrate COVERAGE where it counts . . . with FIRST 3 MARKETS GROUP.

THE GROUP WITH THE SUNDAY PUNCH

FIRST 3 MARKETS GROUP

ROTOGRAVURE • COLORGRAVURE

New York Sunday News Coloroto Magazine
Chicago Sunday Tribune Magazine
Philadelphia Sunday Inquirer "Today" Magazine

NEW YORK 17, N.Y., News Building, 220 East 42nd Street, MUrray Hill 7-4894 • CHICAGO 11, Ill., Tribune Tower, SUperior 7-0043 • SAN FRANCISCO 4, Calif., 155 Montgomery Street, GArfield 1-7946 • LOS ANGELES 5, Calif., 3460 Wilshire Boulevard, DUnkirk 5-3557

WINNING AD SERIES—*Central-Penn National Bank, Philadelphia, won the President's Plaque of the Consumer Bankers' Assn. for its print advertising with ads like this during 1961. Lewis & Gilman is the agency.*

Daisy Asks for Detailed Data From Agencies

ST. LOUIS, Nov. 7—A number of agencies have told Daisy, but Daisy hasn't told any agency yet. To make a presentation, that is.

Daisy Manufacturing Co., which makes B-B guns, air pistols, targets and play guns, moved to Rogers, Ark., from Plymouth, Mich., in 1958. Although L. W. Ramsey Co., Chicago, its agency for 25 years, is still placing space for Daisy, the manufacturer last month circulated a 31-part questionnaire to agencies inviting them to solicit the account (AA, Oct. 30). Daisy spent $166,037 in measured media in 1960.

■ Agency reaction to the questionnaire was mixed, with one St. Louis account man telling ADVERTISING AGE, "It would take a couple of agency people two or three days to answer all those questions."

A number of agencies have responded, however, though thus far Daisy has asked none to make a presentation. The questionnaire is as follows:

A. General Characteristics of the Agency

1. What is the size of your agency?

2. What has its growth pattern been in the last 10 years?

3. Please list the breakdown of your accounts—broken down by size of account (billing), by type of account (i.e. packaged goods, hard goods, service, etc.).

B. General Organization

1. How many branch offices do you have, and what is the personnel structure of each?

2. What departments are represented in the agency, and how large are they?

3. Will you please briefly describe the scope, structure, and function of each of the major departments in your agency, with particular emphasis on how they fit into the total agency organization, and how these departments contribute to client needs?

4. Would you please submit a simple organization chart of your agency.

C. Executive Structure

1. Will you please provide us with a brief biography of each of the major principals of your agency?

2. How is stock ownership now distributed, and what plans for future extension are there in your agency?

3. What plans do (sic) your agency design to help guarantee executive stability and continuation of top account service?

D. General Operations

1. How does your agency work in the marketing planning area—that is, what procedures are followed and what philosophy is underwritten with respect to being the total marketing partner of a client advertiser?

2. What guarantees and controls have been set up to insure that a client is getting the service leverage of the total agency rather than just the attention of an isolated group?

3. What policies and procedures, if any, has your agency set up to provide top echelon review of basic client plans and advertising?

E. Biographical Data

Can you give us a brief sketch of the key personnel in your agency who would be working directly on the account and/or would be most intimately involved in working with our company? (We are particularly interested in background and experience in leisure products, sporting goods, toys and guns.)

F. General Experience

1. Can you provide us with brief capsules of some total marketing success stories which you believe are pertinent to the kinds of problems we might face?

2. Can you tell us about some failures with which you were involved, together with the reasons you believe these product failures occurred?

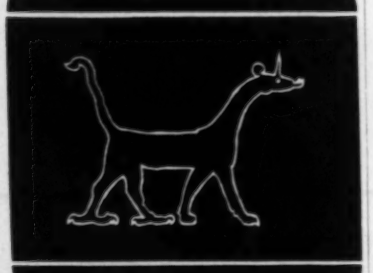
3. What new product experience have you had in your agency in recent years? Do you have any special way of handling new products, or do they fit within the framework of your over-all administrative and operating procedures?

4. Can you provide us with some brief insight into the procedures your agency supports in connection with new product introduction, test marketing, and in essence, in the many diverse problems confronting new product operations?

G. References

Would you be kind enough to list a few of your clients whom we might, with your permission, inter-

visual communication



550 B.C.—Tile Relief Dragon—Babylon

NOW...OUR GRAPHIC PLANNING UNIT MAKES IT POSSIBLE TO ACQUIRE

a 16 page booklet, 9 x 6" FULL PROCESS COLOR complete, only 18¢ per unit*

price includes—layout and design all photography—art—typography four-color process separations fine quality printing...no extras

*In quantities of 50,000, prices on other quantities upon request.

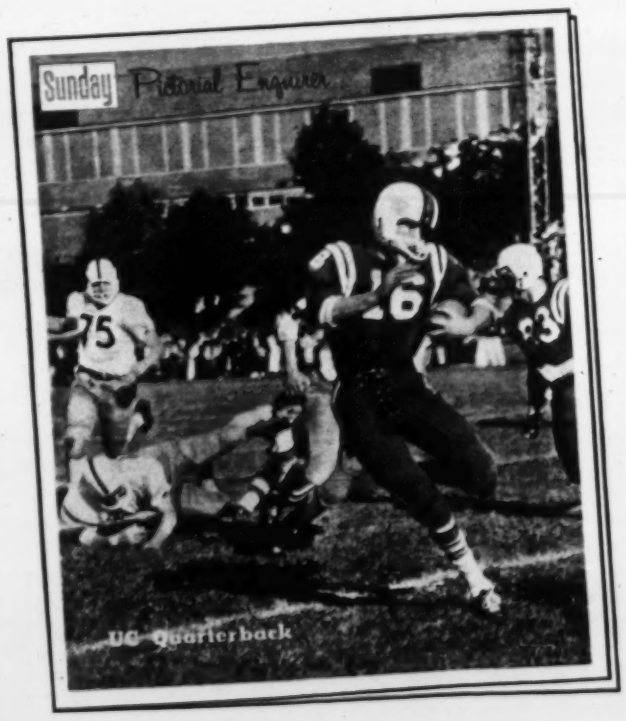
Some of our friends are:
The Solomon R. Guggenheim Museum——Venus Pen & Pencil Corp.
The American Rolex Watch Corp.—Underwood Corp.—Knoll Associates
American Type Founders——Boontoonware——Boys' Clubs of America

Call, write or wire collect—We are staffed to personally handle your requirements, wherever your location throughout the United States.

STERLIP PRESS, INCORPORATED
240 West 40th Street, New York 18, N.Y.
Telephone:——LAckawanna 4-6897

ROTO

...The use of home-edited, newspaper distributed, color gravure magazines—singly or in any combination—as a "tactical ad force" to pinpoint coverage when and where you want it.
America's 55 Home Edited (independent) Gravure Magazines serve 41 major markets. You can match the magazine(s) to the market(s) where you need sales action the most.



...in CINCINNATI

It's THE SUNDAY PICTORIAL ENQUIRER MAGAZINE

16 OF THE BEST OF 55 HOME EDITED

● Akron Beacon Journal ● Atlanta Journal and
● Denver Post ● Houston Chronicle ● Indian
● Phoenix Arizona Republic ● Pittsburg Post

view to secure additional insight into your organization.

H. Compensation Policy

1. What proportion of your total agency income stems from fees rather than the 15% commission?

2. What are your specific billing policies in connection with the entire area of non-commissionable services (such as merchandising, sales promotion, public relations and product publicity, marketing research, packaging, field operations, etc.)?

I. Television

1. What has been your billing growth in the television business in the last six years?

2. What proportion of your total television expenditures are in spot, and what proportion are in network?

3. What programs, if any, has your agency, itself, helped create and/or produced?

4. What specific experience has your agency had in evaluation and use of television programming keyed primarily to children?

5. Can you give us a little bit of background of your agency's involvement in and use of children's television buys as an active merchandising tool to the trade?

6. Do you have a separate television programming department, or does television (except for commercial production) essentially fall within the framework of the media department's responsibility?

7. What is the organizational relationship between your television production operation and your Creative Department (that is, is it part of the Creative Department, or is it a separate unit)?

8. Can you tell us briefly a little bit about what you believe have been recent trends and developments in the growth, use, and effectiveness of television, essentially as a medium to reach and sell young children?

J. General

1. Would it be possible for you to send us examples of your advertising? Of particular importance to us are examples of your television commercials, if it is feasible for you to put together a reel which we may view and then return.

2. Can you tell us why *your* agency would be interested in handling our kind of business? #

Five Renew Fosdick Service

John T. Fosdick Associates, New York, has received renewals from all five 1961 clients for the Fosdick job application based advertising readership ratings for 1962. They are *Tool & Manufacturing Engineer, Proceedings of the IRE, Contractors & Engineers, Instruments & Control Systems* and *Military Systems Design*. These are not new subscribers, as reported in ADVERTISING AGE Oct. 23. Fosdick said, however, that several new clients are preparing announcements of 1962 schedules to be surveyed.

TvQ Rating Leaders

For Nighttime Network TV
Second October, 1961, Report

Rank	Program	TvQ Score
1	Disney World of Color (RCA, Eastman Kodak, NBC)	51
2	Ben Casey (Several sponsors, ABC)	50
3	Saturday Night Movies (Several sponsors, NBC)	48
4	Andy Griffith Show (General Foods, CBS)	47
4	Sing Along with Mitch (Several sponsors, NBC)	47
6	Real McCoys (Procter & Gamble, ABC)	46
6	Bonanza (Chevrolet, NBC)	46
8	Red Skelton (S. C. Johnson, Best Foods, CBS)	44
8	International Showtime (Several sponsors, NBC)	44
10	Wagon Train (Ford, R. J. Reynolds, Nabisco, NBC)	43

Note—Home Testing Institute arrives at what it calls a TvQ rating by dividing the number of people who say they are familiar with a program into the number terming it "one of my favorites."

500 Top U.S. Banks Hike '61 PR Budgets

CHICAGO, Nov. 7—The 500 biggest U.S. banks are spending nearly $31,000,000 for public relations in 1961, a survey conducted by the Beveridge Organization for the Merchandise National Bank of Chicago reveals.

Figures in the report, projected from a 31% sample obtained by Beveridge's questionnaire, cover only public relations expenditures, exclusive of paid advertising. The expenditures do, however, include such efforts as annual reports, "customer calling and entertainment"; promotional folders; window and lobby displays; and speeches and messages to stockholders.

■ Banks with resources of more than $500,000,000 will average $242,000 for their '61 pr budgets, the survey shows, and 90% of all banks responding expect to see an increase in pr activities in the next five years. More pr department heads—37%—have had previous pr or allied experience. A 1960 survey showed this figure to be only 11%.

The 13,484 commercial banks in the U.S. will spend an estimated $180,000,000 on advertising in all media, according to an ADVERTISING AGE survey earlier this year (AA , June 19). #

ZONE
...ELSEWHERE
40 OTHER MAJOR MARKETS!
Home Edited Gravure Magazines provide 20% or more coverage in those U.S. counties which contain 55% of the population and account for 57% of retail sales.
GRAVURE MAGAZINES SERVING 41 MAJOR MARKETS
Constitution • Cincinnati Enquirer • Columbus Dispatch • Dallas Times Herald
apolis Star • Louisville Courier-Journal • Newark News • New Orleans Times-Picayune
Gazette • St. Louis Globe Democrat • Toledo Blade • Washington Post Times Herald

It's simple . . . SHOW HIM with living 3-D pictures. Stereo talks a language everybody understands.

In today's demanding market, the complete, dramatic realism of full-color stereo carries your message as no other media can. Stereo is **always seen—never** goes into the wastebasket. Your prospect sees your product exactly as it is—be it buttons or bulldozers—and hears it speak with commanding authority. Design, color, texture, all details and features are reproduced with a "reach out and touch" realism that "reaches out and sells".

Put View-Master Stereo to work for you—write today.

SEND FOR FREE SAMPLE: View-Master product reel and hand viewer. Mail coupon to Sawyer's, Inc., Dept. A, Portland 7, Oregon.

Name_____

Company_____

Street_____

City_____ Zone____ State____

PHOTOGRAPHIC REVIEW

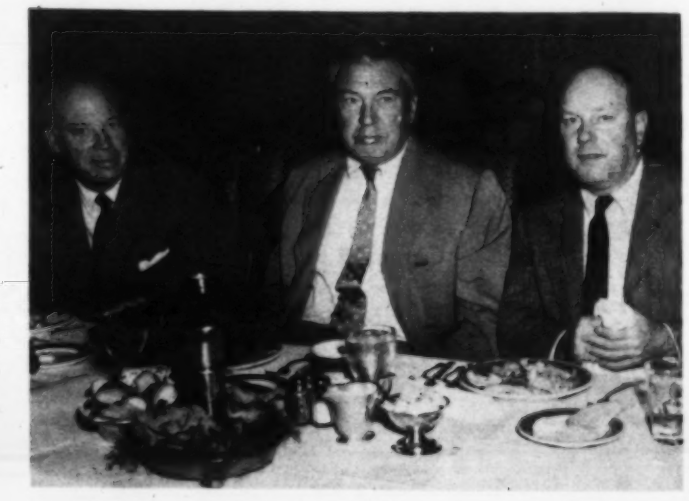
Schwartz Loomis Nealin Griffen

FLOWER CEREMONY—*Henry Loomis, director of the Voice of America, accepts a boutonniere from Gwen Griffen, WNBQ, Chicago, before he addresses the Chicago chapter of the American Women in Radio & Television. Looking on are Lavinia Schwartz, midwestern director, Advertising Council, and Patricia Nealin, WGN-TV, and vp of the Chicago chapter.*

SMOKE APPEAL—*Muriel Cigars, New York, has revised its old jingle to, "Why don't you pick me up and smoke me some time," with Edie Adams cooing the phrase in four new tv commercials. Scenes from two of the minute musical announcements above show Miss Adams tucked in a vault and perched high on a construction project. The spots will be shown on ABC-TV's "Steve Allen Show" and "Fight of the Week." The commercials were produced by Transfilm-Caravel, through Lennen & Newell.*

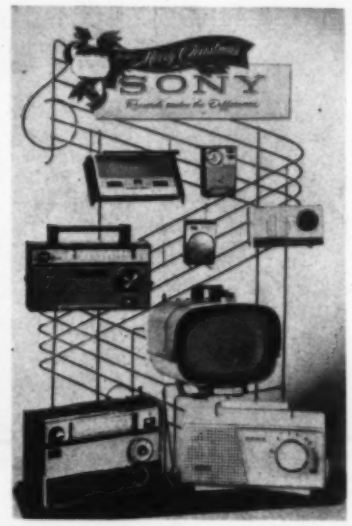
Marino Stadthagen Selby Billings Buchholz Bramson

NBP SALES SEMINAR—*Among the 125 advertisers, agency men, salesmen and publishers attending National Business Publications' first Cleveland sales seminar were Sal F. Marino, Steel; Heinz A. Stadthagen, Griswold-Eshleman; H. G. Selby, Meldrum & Fewsmith; Don J. Billings, Machine Design; Paul W. Buchholz, Duffy, McClure & Wilder, all of Cleveland; and Thomas R. Bramson, Bramson Publishing Co., Birmingham, Mich. This is the first of NBP's fall seminars on sales, production and editorial.*



Bunker Ebel Kinney

HEAD MEN—*Among those at the head table for the annual meeting of the Advertising Council's radio-tv committee were committee chairman Walt Bunker, Young & Rubicam; Edwin Ebel, ad manager of General Foods and Ad Council vice-chairman; and Gordon Kinney, director of radio-tv for the Ad Council.*

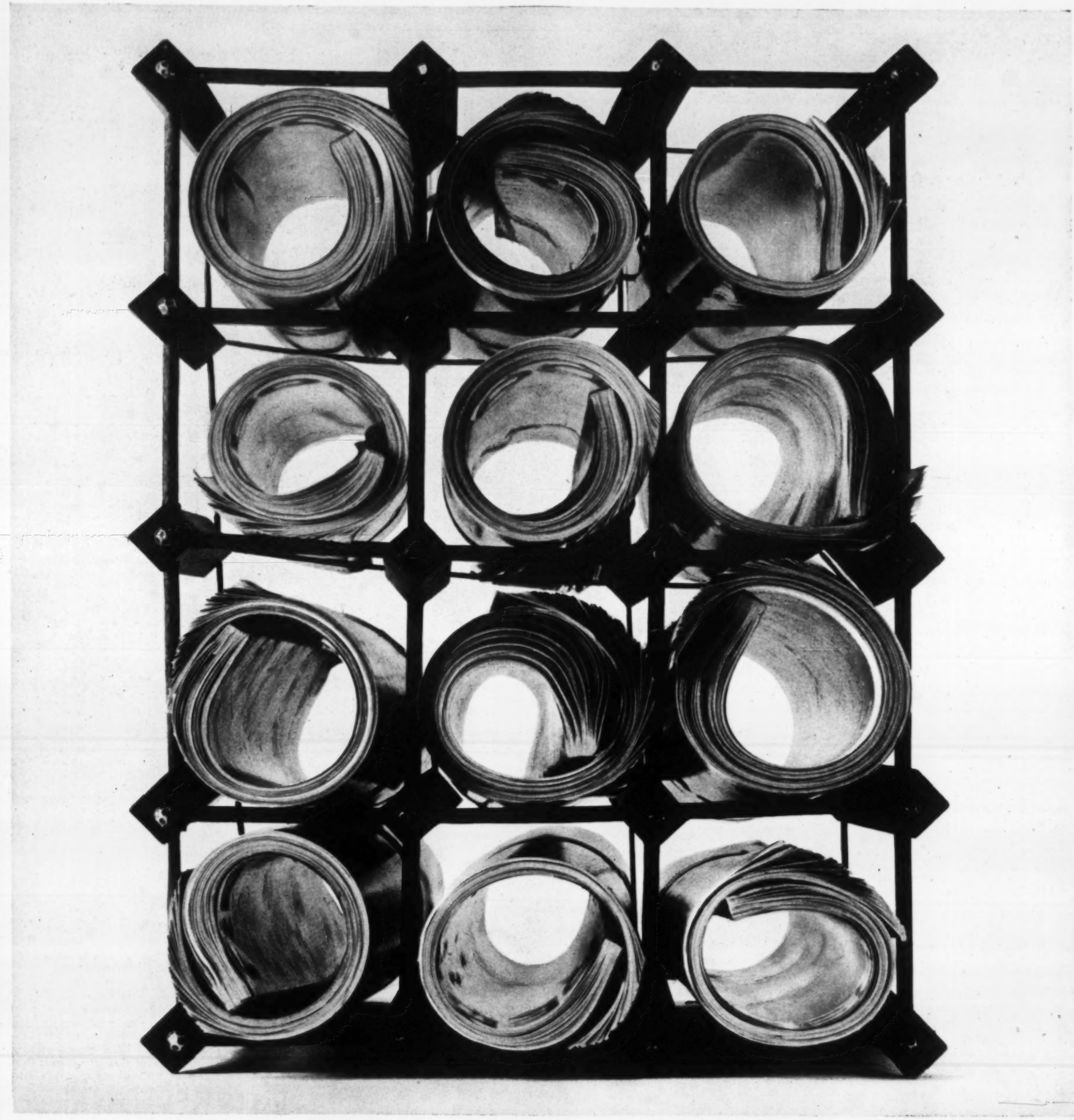


SONY MUSICAL SCALE—*Sony Corp. of America is making this window display available to dealers without charge. The display is intended to keep 12 Sony transistor radios and tv sets on view without danger of pilferage.*

Riley Browne Warren Vrba Auty

KTTV PARTY—*Attending a party for Chicago agency media people to introduce Franke Browne, new midwestern sales and marketing director for KTTV, Los Angeles, were Jerry Riley and Vince Auty, Leo Burnett Co., and Harry Warren, D'Arcy. Helping introduce Mr. Browne was John Vrba, KTTV vp.*

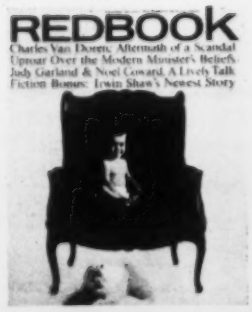
HANDY TRANSPORTATION—*Richard A. Dinkel, president, Creative Associates, Grand Rapids, Mich., shows how his agency gets around to visit some of its less accessible clients. After the company plane lands, Mr. Dinkel unfolds a collapsible scooter and goes zooming off to the client's shop. The scooter folds up to the size of an overnight bag; gets 100 mpg; and travels 30 mph.*



'61 was a vintage year

1961 may have produced a random harvest for some magazines, but for Redbook it was a vintage year. Ad linage was up 15.5%. Ad revenue closed up 35%. 115 advertisers came in for the first time. *Circulation*, too, enjoyed an unforced rise. According to latest published figures, Redbook grew at a faster rate than any other major U.S. magazine.

Great years don't just happen, of course. For one thing, you must have a favorable climate. But also remember we've lovingly planted, tended and cultivated the sprouting Young Adult field for years—and we're the biggest and most popular magazine in it. All of which calls for a toast: may '62 be even bigger than '61 for you—and us—*together!*


REDBOOK
Charles Van Doren: Aftermath of a Scandal
Uproar Over the Modern Monster's Beliefs
Judy Garland & Noel Coward: A Lively Talk
Fiction Bonus: Irwin Shaw's Newest Story

REDBOOK The Magazine for Young Adults. Circulation base 3,450,000. 230 Park Avenue, New York, N. Y. Murray Hill 6-4600 – and Chicago, Boston, Los Angeles, San Francisco. Another exciting publication of THE McCALL CORPORATION

escalators zip

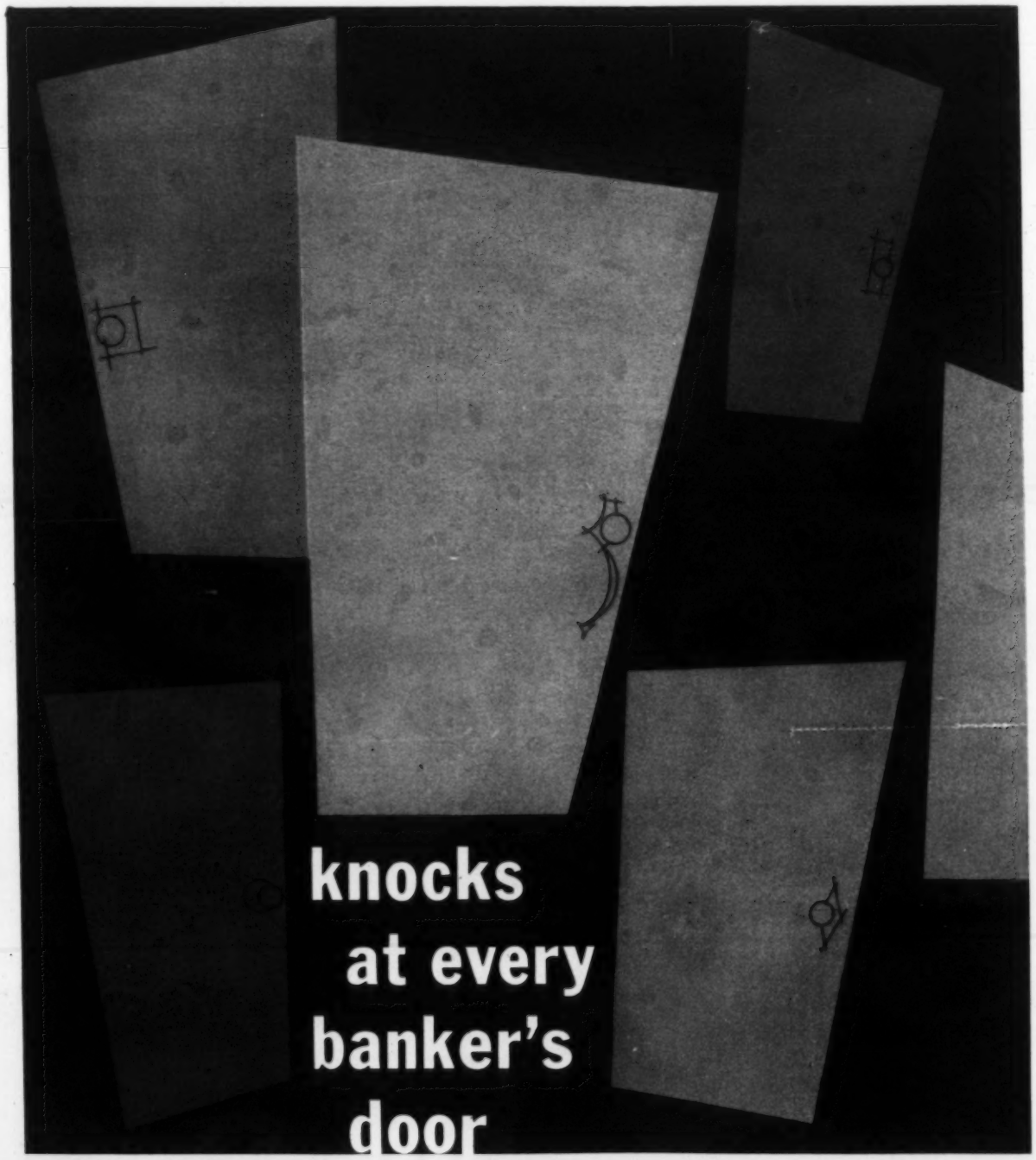
up and down in Iowa department stores carrying more buying customers than ever. First half of '61 sales escalated 7% over same period '60—largest gain in Mid-West. Get a rise out of your sales by selling in the healthy **balanced** Iowa market. And sell the whole booming market the way Sears, Woolworth's, Kresge's, Younkers sell it — with the hometown paper for the whole state of Iowa . . .

IOWA

DES MOINES REGISTER AND TRIBUNE

PIN DOWN ALL THE IOWA FACTS. CALL NEWSPAPER MARKETING ASSOCIATES — NEW YORK, CHICAGO, PHILADELPHIA, DETROIT, LOS ANGELES, SAN FRANCISCO.

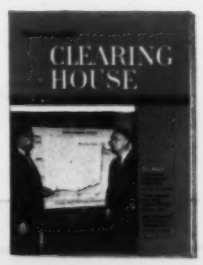
FABULOUS FIRST—*Gold Bond Stamp Co. is offering imported goods to its trading stamp savers via this color spread in Life. Catalogs listing more than 200 imports will be on display at the stamp company's gift centers and at food stores offering Gold Bond stamps. Newspaper ads will follow. McCann-Erickson, Chicago, placed the Life ad, although the company usually places advertising direct.*



Bankers are billion-dollar-a-year buyers of goods and services. But major bank purchasing decisions are invariably the result of group action. Many of the decision-makers are men your sales force never see. What to do? Let Burroughs Clearing House advertising pages present your sales story to *every* important bank and financial man—regularly, effectively, economically. Burroughs Clearing House reaches more bankers than the next three banker publications *combined* . . . at by far the *lowest cost per 1000 of all.*

Send for fact-filled booklet, "Why Bankers Mean Business for You".

EDITORIAL AND BUSINESS OFFICES: 707 W. Milwaukee, Detroit 2, Michigan



Burroughs Clearing House

Ad Copy May Not Be Poetry, but it Rings Bell with Poet Moore

NEW YORK, Nov. 7—Advertising got a word of approbation from an unusual source last Sunday—Marianne Moore, Pulitzer prize winner, at a reading of her poetry at New York University.

"I admire advertising," she said. "Oh, I think a well-constructed advertisement can be a joy —it's compact, concise." The compliment came when Miss Moore was asked how she enjoyed her brush with big business and advertising several years ago, when Ford sought her suggestions in naming the Edsel.

Yes, she had enjoyed working on the Ford assignment but was disapppointed that the company had not used one of her names—such as her favorite suggestion, "Silver Sword," or one of her Hawk names, "which have since been used for other cars," she pointed out. "Too bad, " she said, shaking her head as she walked away from the podium.

■ Since her Ford assignment, she has been asked to name everything from hair sprays to babies, she said, but so far none of her suggestions has been used as a brand name.

For the occasion, Miss Moore was wearing her tri-cornered hat, which has become famous as her personal trademark, showing that she too appreciates the value of a promotional device. #

Celanese, Catalina Join in Three-Page 'Digest' Ad

Celanese Fibers Co. and the Catalina division of Kayser-Roth Co. will join in a three-page ad in the April issue of *Reader's Digest*. The ad will introduce Catalina's first line of family sportswear, made of fabrics containing Celanese fibers.

The first page of the ad will feature a sportswear quiz. The following spread will then "answer" the questions with illustrations of the Catalina merchandise, pointing out the diversification available in both fabrics and styles. Utilizing the *Digest's* eight regional editions, the ads will list the stores participating within each region. A total of 120 stores will be listed. The Celanese agency, Ellington & Co., is handling the drive.

House TV Hearing Postponed

The House small business committee's hearing on the exclusion of small business from tv, scheduled for Nov. 6-7, has been postponed to Dec. 6-7. Rep. Dale Alford (D., Ark.) said more time is needed to track down new evidence and new witnesses just uncovered.

This home is typically "American Style"—a blend of the best from past and present. And such people are open-minded.

American Style started a sales surge that hasn't stopped

Mix antiques with modern? Put traditional furniture in a modern house—or vice versa? Well, why not? Everybody's been doing it.

But it was news eleven years ago when House Beautiful defined The American Style and crusaded for free taste. We told people it was A-OK to mix as they please, to be confident of their good taste, to free themselves of the old rigid rules that a room (or a house) had to be all in one style, without change.

What's happened since is history. Our readers have open minds . . . and open purses. They welcome ideas that make good sense—instead of nonsense. They find them in House Beautiful.

Proof? Just glance around you. The American Style is practiced everywhere. House Beautiful started it, our readers—"People-on-the-Grow"—adopted it and spread it. Aren't these the people you should be spending your good American dollars to reach?

House Beautiful... 1st with People on the Grow

572 MADISON AVENUE, NEW YORK 22, N. Y.

The Voice of the Advertiser

This department is a reader's forum. Letters are welcome.

Business Men Must Be Educated to Help Clean Out Bad Advertising, He Says

To the Editor: A year ago, in AA's Nov. 7 issue, you were kind enough to give major feature space to my contention that "we in advertising are the fall guys who take the public criticism for the lack of ethics and honesty in some segments of American business. If our bosses, those who sign the checks for the advertising we create and distribute, wanted to clean out the excesses in advertising, they could do so almost overnight. . . . For that reason we should go to the *source* of our trouble first. We must excite to action, in their own self-interest, the members of the NAM, ANA, the chambers of commerce, the various retail groups. *They must be made to understand the dangers to their business welfare inherent in advertising malpractice.*"

Aside from a couple dozen letters and telephone calls (from friends—most of whom complimented me on my literary skill, not on the depth of my argument!), this thesis seemed to fall flat on its fanny. If, actually, there was general agreement, no one seemed to have the courage to say so.

It is therefore with some personal satisfaction that I see now, a year later, Hill & Knowlton's survey for the Four A's confirms a "polite disinterest" by business executives in the assumption of any responsibility for a condition which could destroy much of the value of advertising forces which have built many of their businesses; that "they believe none of the blame for existing problems rubs off on them"; that "if there is an advertising problem, it is a problem for agencies and for media, not for us."

Obviously, I am in thorough agreement with your excellent editorial on this subject in Oct. 23 AA, and particularly this paragraph:

"It seems elementary to say that concern with the college and government attitudes—where respondents speak about advertising from a distance, and where knowledge is at least partially theoretical—*seems secondary to convincing people in management* that advertising and its future are important to them."

I said it before and I shall say it again: It is these people, basically, who are perverting and prostituting advertising.

And ducking the responsibility. . .

Francis N. McGehee,
Publication Management Counsel, New York.

• • •

Brooks Foods Used Fortune Cookies Over a Year Ago

To the Editor: While reading your Oct. 9 issue, I was drawn to an article under the "Merchandising Ideas" column.

Yes, Philadelphia National Bank's fortune cookie promotion was a clever one, but not an original one. Over a year ago, S. E. Zubrow Co. of Philadelphia used the fortune cookie idea, complete with Chinese translation, to introduce Midwest distributors to media buys Zubrow had made for its client, Brooks Foods of St. Louis. The cookies, baked by Twixt Inc., were air-freighted to the Midwest.

The idea was the creation of Ted Stein, Zubrow's merchandising manager, and after a year, PNB's idea does seem a bit stale. Ah-so . . . Guess that's the way the cookie crumbles.

Hannah B. Drossner,
Philadelphia.

• • •

Publisher Says Direct Mail Subs Cost Advertiser Less

To the Editor: The article on Page 1 of your Oct. 9 issue, entitled, "Magazine Subscription Price War Irks Admen," has been of great interest to us. There is much to say on this subject and we see the point of advertising agency officials. We wonder, however, about the statement that "advertisers pay more and more and consumers, less and less."

For almost two years now, one of our competitors with a circulation of 150,000 ABC sells advertising at $1.75 a line. It is a farm monthly publication with subscriptions at $2 for 3 years sold by agents; this is what appears on their ABC Report.

In the case of *La Ferme*, a farm monthly also, with 160,000 ABC—all sold direct by mail at $1 for 3 years, and $1 for 4 years—the advertising rate is $1.60 a line. Have we an explanation to offer? Certainly.

Subscription agents in this part of Canada get 100% and more commission. This means that the publisher is losing money on nearly every subscription sold, is he not? Someone has to pay for this loss and since a publisher has only *two* sources of revenue, i.e., circulation and advertising, the advertising is paying for the deficit.

The "direct mail" system does not cost *La Ferme* a cent, and for several years now we are realizing a few thousand dollars revenue from subscriptions.

One important advantage of direct mail circulation is "cleaner" circulation which is hard to obtain with agents. *La Ferme* was started in 1939. We have had agents up to 1952 and then discarded them entirely.

Another advantage is the "prospect list" which is built up from the federal rural electoral lists of home owners. We discard all those who are not rural. This cannot be done with agents, who prefer to work in territories where subscriptions can be sold easily and cheaply, i.e., in larger agglomerations of people.

As far as we know, *La Ferme* may be the only farm publication (perhaps even the only Canadian publication) sold 100% through direct mail.

Summarizing this exposé, I would say that the publisher, having only two sources of revenue, has to dig in the advertising department to pay for his losses in circulation when he employs agents. This would explain the situation of those important magazines which offer their publications at a lower price, discarding agents. I believe sincerely that the advertisers, in this way, are not called upon to pay more and more as stated, but less, due to the fact that a large number of subscriptions are coming in without loss to the publisher.

R. Raynauld,
Publisher, *La Ferme*, Montreal.

•

To the Editor: All this criticism of publishers and the ABC by advertisers and their agencies regarding cut-rate subscriptions is silly.

The only reason cut-rate subscriptions exist today is because publishers know that advertisers and their agencies buy the big numbers.

How many of these critics of cut-rate subscriptions are today supporting those publishers who deliver 100% cover price circulation?

John F. Noone,
Vice-President, General Manager, Ideal Publishing Corp., New York.

• • •

Weeklies as Well as Dailies Supported Shell

To the Editor: Your headline writer for your Shell story of Oct. 30 must have made an awful lot of weekly newspapers unhappy.

I refer to the headline which read: "Shell Got Rates, Position, Support from Dailies: Frey." The article did not mention *dailies* but *newspapers* which would include the many weekly publications that worked hand in hand on Shell advertising to meet discounts, position requests, etc.

In our case we were able to give back-page-of-section position to every ad accompanied by tie-ins at the bottom from both of our local stations. The only exception was when we carried one Shell ad on an interior page to have it face a special ad by the Shell jobber for our area. We used news stories of our own to support the campaign and to call attention to the national program . . .

Albert Karsch,
Advertising Manager, *Farmington News*, Farmington, Mo.

• • •

Ex-Neighbor Says Crichton Has Traits for 4A's Role

To the Editor: As a former neighbor of John Crichton, I would like to point up two of his personal traits which should stand him in good stead as president of the Four A's.

John and I had occasion to work together on behalf of various local causes. Even in the midst of heated controversy, he had a knack of maintaining the respect of ardent foes while making his voice heard effectively.

Further, John has a sense of social values which will make him especially sensitive to the role of advertising in our culture as well as our economy.

At a time when advertising is confronted by a mounting tide of

Mansfield, O., Agency Believes in Advertising

To the Editor: In a timely article on Oct. 9 you reported the advice of Thomas Erwin that agencies should promote their own wares. On Oct. 10 we completed our first mailing in the enclosed six piece program [two of these are reproduced above].

While we might claim to be on the ball and have the ability to turn out creditable advertising on short notice we must admit, in this case, that ours was no one-day wonder. As a matter of fact our own series took the same "digging for the salable," the same "rejection of ideas . . . that were not quite good enough" and the same creative interpretation that we apply in the solving of sales and advertising problems for all of our clients.

With so many shoemaker's children going without shoes this series may be of particular interest to the many agencies, like ourselves, which are "large enough to provide all the services . . . yet not so large . . ." they can afford the luxury of a special new business staff.

In our case the same people who are daily solving client problems tackled our own. We think they have captured our agency spirit and demonstrated their ability to be creative. We obviously agree with Mr. Erwin. How many of our prospects will agree that our ability to sell ourselves connotes an equal ability to sell for them remains to be seen. In any event we will have had the satisfaction of "putting our money where our mouth is." We believe in advertising.

Coleman B. Todd,
Coleman Todd & Associates, Mansfield, O.

SERVICE
ONE-WORD REASON WHY AGENCIES CALL ON US!
QUALITY
LAKE SHORE ELECTROTYPE DIVISION
ELECTROGRAPHIC CORPORATION
812 WEST VAN BUREN STREET • CHICAGO 7 • HAYMARKET 1-1000
REILLYTYPES • SUPER BISTA PREMADEREADY MATS • 3 M PREMADEREADY ELECTROTYPES • PLASTIC PLATES • PHENOLIC PLASTIC PLATES • COMPLETE DEALER MAT SERVICE • 24 HOUR REPRINT SERVICE

criticism, John Crichton will have ample opportunity to employ both these characteristics in behalf of our industry.

Milton Sutton,
Creative Director, Zlowe Co., New York.

• • •

Radio Liberty Broadcasts to People of Soviet Union

To the Editor: I would like to call your attention to a misstatement of fact which appeared in the article by Henry Mayers, president of Davis, Johnson, Anderson & Colombatto in Los Angeles (AA, March 10).

In his article, Mr. Mayers says, and I quote, "The one single example of supranational counter-propaganda offensive in the free world today is Radio Free Europe." This is, of course, a misstatement of fact, entirely unintentional, I am sure, on Mr. Mayers' part, but, surely, your editors know of the splendid work Radio Liberty has been doing for the past eight years in broadcasting seven days a week, 24 hours a day into the Soviet Union in the 17 languages of the Soviet Union countries.

We are *the only* independent radio station broadcasting to the Soviet Union. Radio Free Europe, which does an excellent job, does not broadcast into the Soviet Union but confines itself to the area of the captive nations . . .

Reginald T. Townsend,
Vice-President and Director of Public Relations, American Committee for Liberation, New York.

• • •

'Fighters for Freedom' Ad Suggests 'Wake Up' Drive

To the Editor: On Page 102 (AA, Oct. 9) there's a little tiny ad by a patriotic fellow or group called Fighters for Freedom. It encourages readers to write, draw pictures and promote our wonderful country—America. What a truly fine idea this is. I don't know the group and never heard of them *but I shall.*

The fellow is so right. Here in the ad business we do have the finest talents to sell our American way. Nothing is needed more at this crucial hour. May I suggest a big and noble effort by AA to research this subject—maybe invite industry leaders to contribute to your massive effort on the subject of *not* "Wake Up—Communism is going to get you" (which it will if we don't get busy). But on the subject of *"Wake up world—here comes America!"*

Let's put all the big agency plans boards to work on this theme. Yes, here comes America, not only with the best in atom bombs if necessary, but more particularly with a way of life never dreamed of 10' beyond our very borders; better living, better products, better education (world wide), better family groups, better homes, happier kids, prosperity aplenty, churches which put Christianity first *plus* a youthful vigor which the Old World centuries ago forgot. A campaign like this would smother and so overpower the stinking little crowd in the Kremlin that subversives here in good old U.S.A. would crawl back under their rocks in shame and die of their own filthy poison.

Edward A. Stratman,
Ventura, Cal.

• • •

Alex Franz Offers Booklet on Chicago Restaurants

To the Editor: We thought your readers might be interested in a little wallet-size, 16-page booklet which lists and describes some of the great restaurants of Chicago. It lists the personal favorites of our staff and of a few friends in advertising and marketing whom we regard as "experts" on dining out.

Perhaps your readers might like a copy of this handy little guide. We will be glad to send one upon request.

Alex T. Franz,
President, Alex T. Franz Inc., 221 N. LaSalle St., Chicago.

• • •

Gladys' Photos Don't Do Her Justice, Woodbridge Declares

To the Editor: As a faithful reader of ADVERTISING AGE, a habitual reader of the Gladys captions, and a more or less frequent contributor to the Gladys department, I feel called upon to bring this important matter to your attention.

When I met you at Morris Jacobs' garden party last summer, at Copper Hollow, I asked about Gladys, and you told me she was a beautiful blonde, and had an office in the Wrigley Bldg. One day in August I had occasion to jetfly to Chicago, and fortunately had a few minutes to spare. Therefore I rode up the elevator and said hello to Gladys.

And here is the reason for my letter. In my opinion, not very humble, either, Gladys is a much more beautiful receptionist than is shown by her pictures. Of course the photos you took years ago at the beginning of this feature are out-of-date, and show old fashioned clothes, hairdo, etc. But their greatest fault is that they do not do justice to Gladys.

I understand that you have been promising Gladys, for a long time, that you would have some new pictures taken. I suggest that you go ahead with this project, and get some new photos for this important feature of AA. I understand that practically every adman and adgal in the country reads this caption each week.

Sandy F. Woodbridge,
Bozell & Jacobs, Omaha.

We'll simply have to do it now!

• • •

Secretary Thinks Good TV Commercials Will Win Out

To the Editor: Care to share a few pleasant thoughts on the subject of television commercials? Sitting here at my typewriter in an advertising agency, I thought it might be a refreshing change of pace for you—a sort of mental cocktail.

Working on the premise that, if a product is mentioned often enough (good or bad) the product will sell, let's just for a change mention only the good ones. Let's open our minds and let a little clean, fresh air circulate. Isn't the Bankamericard commercial clever? Not one word is spoken and only good music played and yet it certainly gets its message across.

I don't drink beer, but if I did it would be Hamm's. Here is one commercial that, I think, everybody loves yet it is never monotonous. The ideas keep on coming and, thank goodness, this clever adman keeps to the same format.

A couple more that I recall with pleasure are "Little Normie" for Jell-O and the bubbling Sparkletts commercial.

I like advertising. I think it is here to stay and I believe the good television commercials will win out.

Norah Clarke,
Secretary, Los Angeles.

• • •

FTC's Colgate Castigation Distresses Abrasive Adman

To the Editor: I am distressed to learn, with your current issue, of the FTC's unreasonable stand on the question of Colgate-Palmolive's Rapid Shave tv commercials.

Through an accident of birth, which I do not wish to explain, my beard does not grow whiskers but, instead, grows sand. I discovered Rapid Shave and have been using it regularly with success and comfort.

Were this product withdrawn from the market through litigation, I should be required to return to the blowtorch method, which is sometimes painful.

R. W. Cooper,
Vice-President, Sykes Advertising, Pittsburgh.

IT'S THOSE LITTLE "EXTRAS" THAT HELP BUILD THE

QUALITY TOUCH

Quality reporting is more than just game statistics. WFAA-TV's award winning Sports Director Wes Wise gets the human interest aspects, the "whys and wherefores," the real meat behind important sports developments which has won for him a large and loyal sports audience. With two pro teams and those Southwest Conference powerhouses in the Dallas area, that "sports beat" inevitably shows up on WFAA-TV!

But whether it's a sports audience, women's, children or combined, you'll find this same *quality touch* prevalent in all facets of WFAA-TV's operation. Why not call your PETRYMAN for good avails during the popular fall season?

WFAA-TV
channel 8
Represented by Edward Petry & Co., Inc. The Original Station Representative

AT "Communications Center" DALLAS

WFAA • AM • FM • TV—THE DALLAS MORNING NEWS

Why have so many businessmen "graduated" to "U.S.News & World Report"?

It's mainly a matter of what they need to know to make their major plans and decisions that accounts for this major shift and non-duplication of readership

It's significant that a substantial number of "U.S.News & World Report" subscribers have "graduated" from other weeklies in the news field and management field. In "U.S.News & World Report" they have found *the* magazine which best meets their news needs in a rapidly changing, fast-moving, action-provoking world.

For news today is no mere matter of big and bold headlines. It's what's behind the headlines—the hows, the whys, and what's most likely to come next—that goes to the very heart of the major plans and decisions, at the office and in the home.

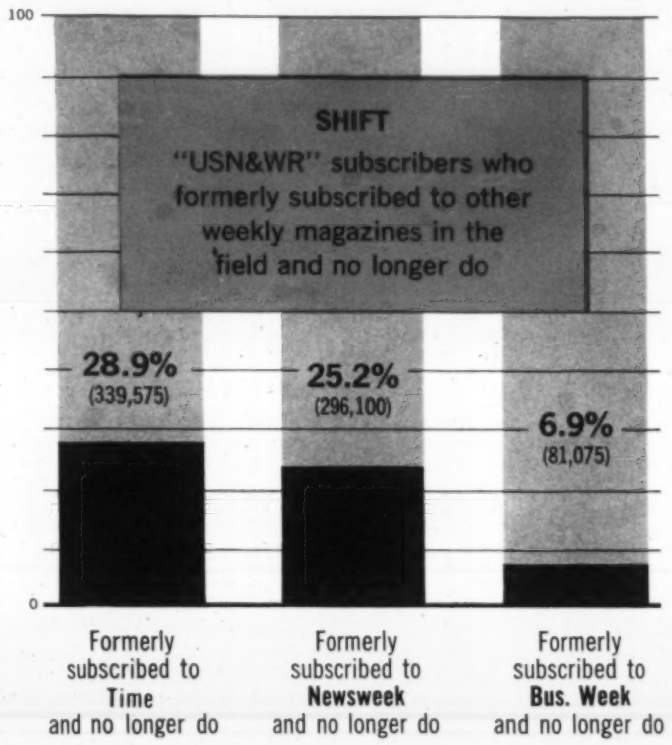
Alone among the news magazines, "U.S. News & World Report" devotes its *entire* content to the essential news of national and international affairs. This and nothing else, week after week.

To this it brings *depth* reporting and analysis. It gives it perspective and meaning. It brings the reader *into* the news, makes him aware of how strongly this news affects what he does, and how he does it. Consequently, it prints more pages of news than any other news magazine—all of it important and useful news.

This kind of news information, and the unique treatment it gets, has attracted to "U.S.News & World Report" an audience of more than 1,200,000 high-income people, highly concentrated among the management levels of business, industry, finance, government and the professions.

This shift in reading preference helps account for the high degree of non-duplication among the readers of "U.S.News & World Report" with readers of the other

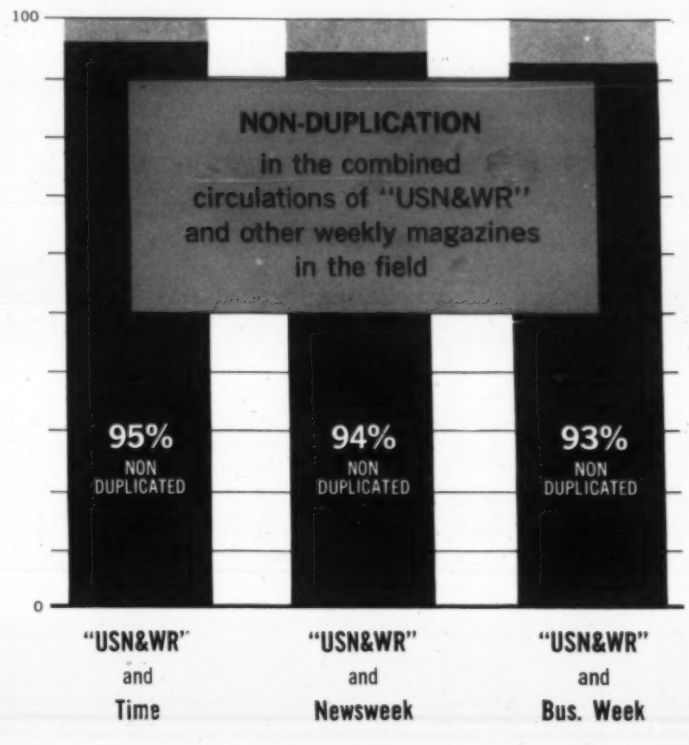
THE SHIFT TO "USN&WR" IS CLEAR



Source: Survey of "USN&WR" Subscribers, January, 1959. "USN&WR" rate base effective January 2, 1961

A NON-DUPLICATED MARKET COVERED ONLY BY "USN&WR"

Businessmen are busy people. They seldom have time for more than one news magazine. Result—non-duplication is an accepted fact of life in the news magazine field. For example:



Source: "USN&WR" Family Readership Study, 1961

news magazines. The vast majority of subscribers to "U.S.News & World Report" rely on it, and it *alone*, for the news they want, need and use.

Advertisers have, of course, discovered for themselves the importance of this reading shift, and the importance of this non-duplication. These are major reasons why—in the important field of news magazines—more and more of them now consider "U.S. News & World Report" to be . . .

the most important magazine of all

U.S.NEWS & WORLD REPORT

Now more than 1,200,000 net paid circulation

For your copy of a new and major communications study on the subject of "What in the World Interests the Businessman Today," ask your advertising agency or any of our advertising offices. Headquarters: 45 Rockefeller Plaza, New York 20, N.Y. Other advertising offices in Boston, Philadelphia, Pittsburgh, Cleveland, Detroit, Chicago, St. Louis, San Francisco, Los Angeles, Washington and London.

CHOICE CHICAGO OFFICE SPACE

in the

Advertising Age Building

If you are considering new office space in Chicago, we cordially invite you to inspect availabilities in the new *Advertising Age Building* at 740 N. Rush Street.

This building, which will become our headquarters in April, 1962, is now being extensively remodeled with the installation of a beautifully modern entrance and lobby, new automatic elevators and central air-conditioning.

The building is ideally located just one block west of Michigan Avenue and one block south of Chicago Avenue —close to bus, subway, Lake Shore Drive, and the Ohio-Ontario interchange with all expressways. There is also ample parking across the street.

The rent for this distinctive, convenient location is less than for any comparable space within miles—and it includes air-conditioning!

Desirable space, in any size units (up to 20,000 square feet on one floor) will become available between now and April, 1962.

The *Advertising Age Building* is particularly well suited for agencies, publishers, media representatives, research organizations, art studios, graphic arts services and other allied interests. We already have a lease from one agency and strong show of interest from several publishers.

If you would like to see space, or talk further about the possibilities, please call or write Jack Barnett, Advertising Age, 200 E. Illinois St., Chicago 11 (DElaware 7-5200)

Ashley-Steiner to Represent ITC and Parent Company

Ashley-Steiner has been appointed exclusive sales representative for "all phases of network and national sales of properties now owned or developed by Independent Television Corp., New York, and its parent company, Associated TeleVision Ltd., London."

Associated TeleVision is one of England's leading commercial tv networks. ITC uses Associated's London studios and other facilities for its productions. Associated has interests in tv stations in Sydney, Brisbane and Adelaide, Australia. It owns 50% of Pye Records, a major English recording company.

Hedrick to Glenn Mason

Charles H. Hedrick has joined Glenn Mason, Cunningham & Associates, Shreveport, as an account executive. Mr. Hedrick was formerly in the public relations department of Texas Eastern Transmission Corp., Shreveport.

SAVING AD—*U-Save, a new "closed" discount operation for Portland, Ore., with membership limited to members of unions, veterans and armed forces personnel, and all government employes, heralds its forthcoming opening with this newspaper ad.*

N. Y. Brick Group Names Kaufman, Sets Ads Telling Economy

NEW YORK, Nov. 7—Metropolitan Brick Masonry Council, a group composed of New York area employers and unions in the brick trades, has opened an advertising and public relations campaign to promote the use of brick in schools, commercial buildings and homes.

The council was formed specifically for the current promotion effort. Its ads are to run for three months in the Friday *Wall Street Journal* and the Sunday *New York Times*. Henry J. Kaufman & Associates, Washington, is the agency handling the account.

The Kaufman agency was invited to handle the account because of its experience as national agency for Allied Masonry Council, a public relations unit supported by National Structural Clay Products Institute (a producer group), the Masonry Contractors Assn., and the Bricklayers, Masons, & Plasterers International Union of America.

■ Three ads will be rotated in the Metropolitan Brick Masonry Council drive. One stresses the economy of using bricks to build schools; another stresses bricks in commercial buildings. The third is addressed to the use of bricks for homes.

Each ad offers a study on relative cost of brick, compared with competitive materials, over the life of the structure. The campaign also includes direct mail and public relations. #

Ojibway Names Christie; Opens Los Angeles Office

Ojibway Press, Duluth, has appointed Walter A. Christie midwestern sales representative for *Modern Stationer, Modern Stationer Convention Daily* and *Effectos de Escritorio*. Mr. Christie, formerly a publishers' representative for Dwight Early & Sons, Chicago, will be headquartered in Chicago.

At the same time, Ojibway has appointed Boyd B. Garrigan manager of its new Los Angeles office, located at 1145 W. Sixth St. Mr. Garrigan was formerly sales manager of Defense Marketing, Beverly Hills.

NR Advertising Gets Account

North-East Metal Products Corp., Merrick, N. Y., has named NR Advertising, Hicksville, N. Y., to handle its account. The company makes aluminum storm doors and windows and metal kitchen cabinets.

PRESSURE-SENSITIVE KLEEN-STIK TAPES

To get your P.O.P. displays off to a quick selling start, have your printer add Kleen-Stik Tape – *world's fastest* display mounting method. So quick and easy . . . the tape is already attached, so all you do is peel the paper backing and press the exposed adhesive against wall or window – it's up in seconds! Be sure you get genuine Kleen-Stik – the modern *self-sticking tape* that means quick mounting and quick sales action.

- **Sticks tight** without moistening, on any smooth surface
- **Neat, clean,** invisible — won't peel or pucker
- **Available** through your regular printing sources

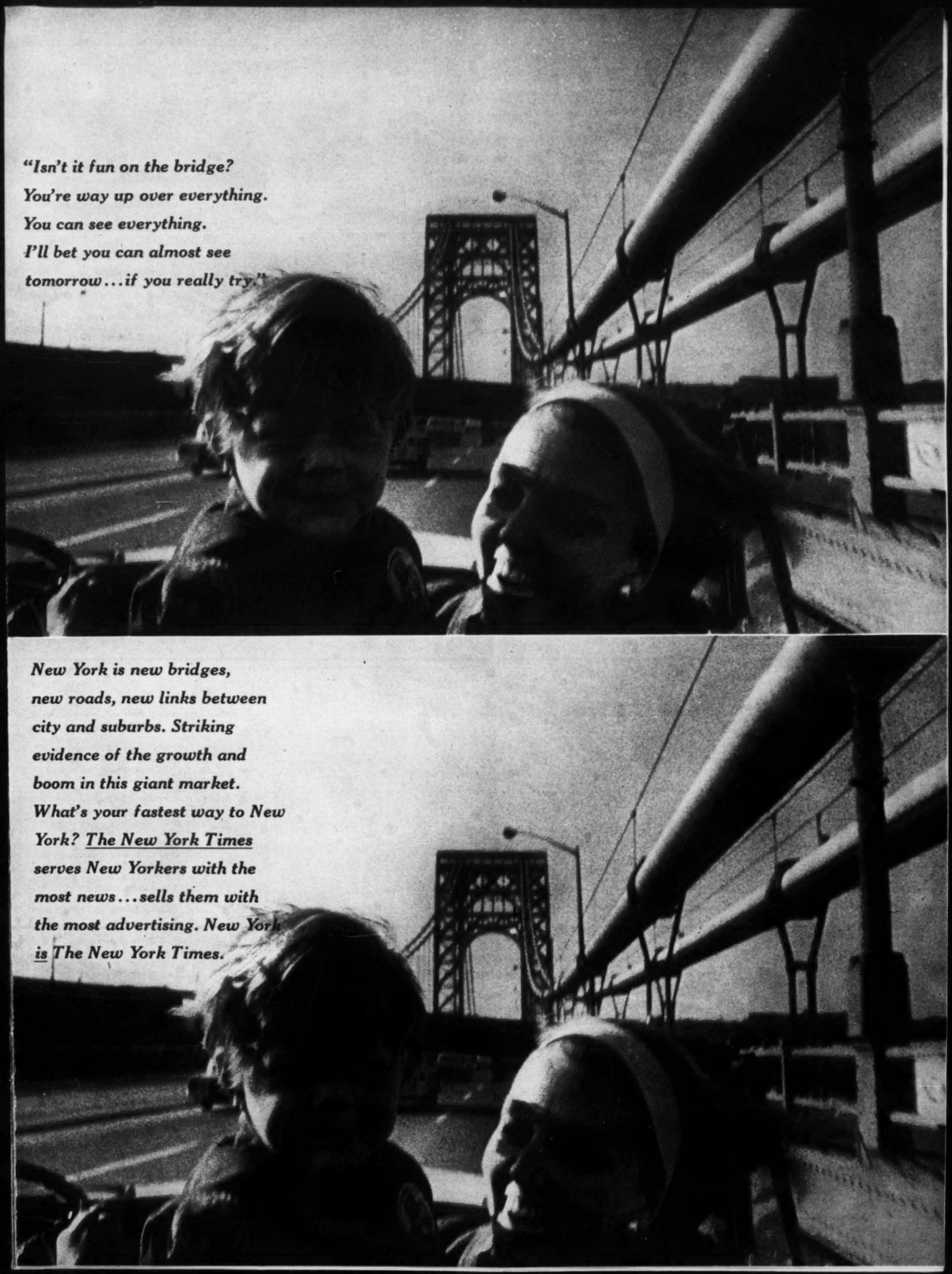
FREE — idea-packed booklet "101 Stik-Triks." Write for your copy today.

PAPERS · FOILS · FILMS · TAPES

KLEEN-STIK PRODUCTS, INC.
7300 WEST WILSON AVENUE • CHICAGO 31, ILLINOIS

PLANTS IN CHICAGO, LOS ANGELES, NEWARK, and TORONTO, CANADA

OVER 25 YEARS OF PRESSURE-SENSITIVE LEADERSHIP


"Isn't it fun on the bridge?
You're way up over everything.
You can see everything.
I'll bet you can almost see
tomorrow...if you really try."
New York is new bridges,
new roads, new links between
city and suburbs. Striking
evidence of the growth and
boom in this giant market.
What's your fastest way to New
York? The New York Times
serves New Yorkers with the
most news...sells them with
the most advertising. New York
is The New York Times.

Discount Store Names Marks

FM Discount Department Store, Morris Plains, N. J., has named Arthur M. Marks Associates, New York, to handle its advertising. The store, which will open in mid-November, will deal in luxury merchandise and will sell everything "from food to diamonds," the company said.

DISNEY: "COLOR TV GREATEST INNOVATION IN HOME ENTERTAINMENT"

With his new TV show, "The Wonderful World of Color," Disney, too, makes the big move to Color TV. What about you? Get the full Color picture today from: W. E. Boss, Director, Color Television Coordination, RADIO CORPORATION OF AMERICA, 30 Rockefeller Plaza, New York 20, New York, Tel: CO 5-5900

Spot Radio Volume Dips Slightly; Cost Rises Slightly: Katz

NEW YORK, Nov. 7—Spot radio business expects to show a volume decrease for 1961, but the medium still offers advertisers one of the biggest bargains in advertising, on the basis of cost increases, Katz Agency asserts.

Spot radio anticipates a drop in revenue from $210,000,000 in 1960 to $202,000,000 this year (AA, Oct. 30). Any disenchantment on the part of advertisers, however, cannot be blamed on inflated prices. While the costs of most other media have soared 20%, 30%, 40% and even 50% during the past four or five years, spot radio has shown a modest 5% to 7% increase.

Most of spot radio's cost increase can be attributed to slightly higher time charges. A spot radio advertiser is almost never charged for program production costs, except for some sports shows and a few other special programs, the station representative pointed out. Production costs for jingles went up in 1959 when the last musicians' contract was signed.

ANDREA DIFFERS—*This is Andrea Radio Corp.'s idea of how to be different when advertising tv sets. Part of the current campaign, this ad runs in newspapers in several major markets. W. B. Doner & Co., New York, is the agency.*

■ An analysis of the annual "Spot Radio Budget Estimators," which have been published by the Katz Agency for the past four years, reveals that the cost of a spot announcement run in traffic time in the top 50 markets has increased 6.1% from 1957 to 1960. Daytime announcements (from 9 a.m. to 4 p.m.) increased 6.2% in those markets during the same period.

Evening spots (from 6 p.m. to 11 p.m.), on the other hand, showed a 7.1% decrease. Comparisons here were made on a cost per announcement based on a 13-week plan of 12 one-minute spots per week in the 50 markets combined. Katz has not yet released its Spot Estimator for 1961, but industry indications are that increases from 1960 are slight, certainly not more than 1% to 2%.

■ A comparison of the Katz figures for the top 150 markets shows a slightly higher increase, 6.9%, in traffic time spots from 1957 to 1960. Daytime spots showed only a 5.4% increase for the top 150 markets, compared with a 6.2% increas crease for the top 50. Evening spots for the top 150 decreased 7.5%.

Although the cost increases revealed by the Katz figures were fairly small for the three-year period, a large part of the boost came in the year from 1959 to 1960. During that year, traffic spots increased 4.2% for the top 50 markets. Daytime spots in those markets rose 5.2% and evening spots actually decreased 0.6% during the year.

For the top 150 markets, traffic time and daytime spots both rose 4.1%, while evening announcements increased 0.2% from 1959 to 1960.

■ Another station representative, Peters, Griffin, Woodward, studied spot radio costs in the top 50 markets in the fall of 1959. Research showed that prices rose about 3% to 4% from 1957 to 1959. Commenting on these figures recently, Robert H. Teter, president and director of radio for Peters, Griffin, said, "Rates have not risen significantly at all—certainly not more than 1% to 2% as a conservative estimate"—since this study was made.

A member of the research department of one of the largest advertising agencies estimated that spot radio costs have risen about 5% to 7% in the past five years.

In addition to the slight time cost hikes, spot radio advertisers have also seen some increases in the production costs of their commercials, particularly where music is used. A spokesman for the American Federation of Musicians said that its current broadcasting contract, running from November 1959 to January 1964, included increases of about 11% to 12% over the previous five-year contract. #

Allman Names Greider

Robert C. Greider has joined the creative staff of Allman Co., Detroit. Mr. Greider was formerly advertising manager of MoPar Parts & Accessories, division of Chrysler Corp.

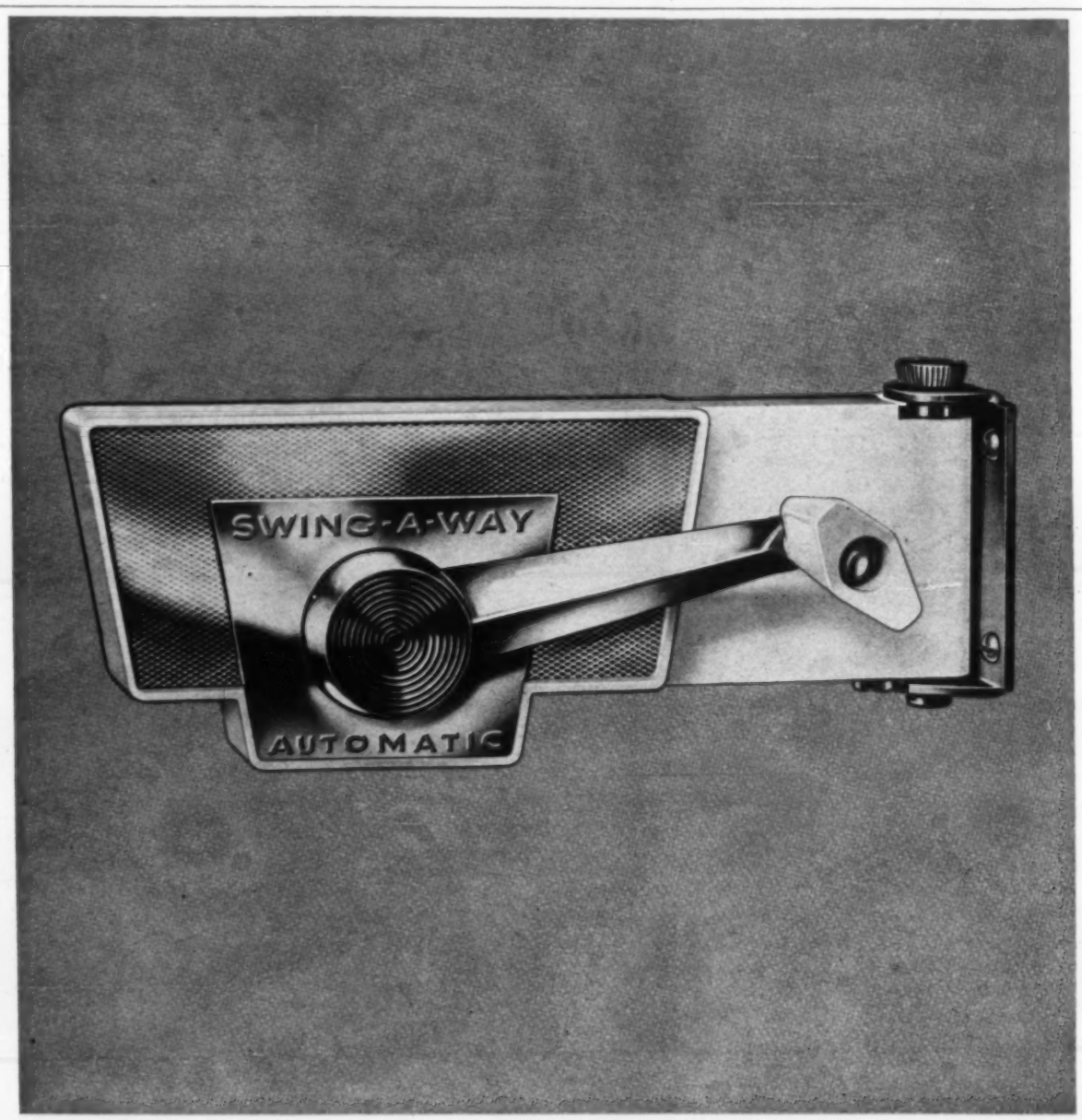


Photo courtesy of Swing-A-Way Mfg. Co., an A&SP advertiser in 1961

When is a product a premium?

The number of nationally-known products available as premiums and prizes keeps growing from year to year. Perhaps this is a market you've given some thought to for a product made by your company or by a client.

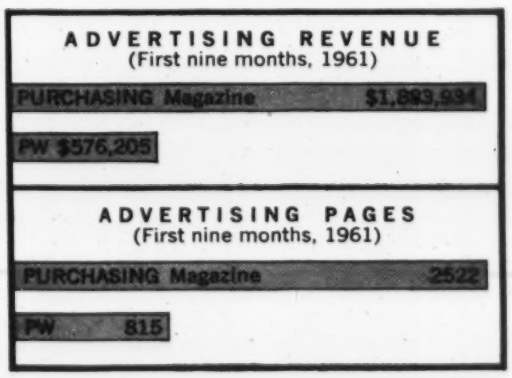
The benefits are several. The market for incentive merchandise is large—and growing. By itself, it offers an opportunity for a handsome volume of new business. In addition, it almost always means bonus advertising for your product, being featured in the user's magazine space, television and radio time, in newspapers, point-of-purchase advertising and direct mail.

A&SP's unparalleled coverage of sales promotion, advertising and merchandising executives (the idea people who create merchandising ideas, pick premium offers), in combination with monthly departmental editorial features on premiums, prizes and specialties, has helped many companies develop their share of the premium market. Perhaps A&SP can help you or your client.

A & S P Advertising & Sales Promotion
FORMERLY ADVERTISING REQUIREMENTS
200 E. ILLINOIS ST. • CHICAGO 11, ILLINOIS

HOW DO YOU MEASURE PURCHASING MEDIA?

When you pick a purchasing publication to reach the increasingly important Purchasing Agents, try these key measurements: *Advertising Revenue*—76.6% of the advertising dollars spent in the two leading purchasing publications in the first nine months of 1961 went to PURCHASING Magazine. *Advertising Pages*—in the first nine months of 1961, advertisers placed three times as many pages in PURCHASING Magazine.



You might also measure audited circulation, metalworking coverage, editorial pages, and number of advertisers. They show the same genuine leadership that assures you better coverage, better readership, and a more sales-compelling climate for your advertising message in PURCHASING Magazine.

PURCHASING
MAGAZINE

Sells the man who buys

A Conover-Mast publication
205 E. 42nd St., New York 17, N.Y.

"EVERYTHING WENT PERFECTLY. THE WINE, EVEN THE SOUFFLE COOPERATED. YOU MEN TALKED TOO MUCH POLITICS, BUT THEN WE GIRLS DID COVER AN AWFUL LOT OF LEAGUE BUSINESS. DID YOU HEAR THE COMPLIMENTS ON MY NEW DRESS? ANYHOW, RIGHT NOW I COULD KISS YOU FOR THE NEW DISHWASHER!"

Living is full and rich and wondrously diverse for Holiday's more than 900,000 families. They share a capacity for new ideas and new pleasures that's all too rare. It's what distinguishes them from other families of similarly high incomes, educations and attainments. And, to advertisers, it's what distinguishes customers from prospects. These exceptional men and women react to Holiday because it's their kind of magazine. Nothing serves their varied interests so broadly or so well.

HOLIDAY—FIRST IN THE EXCITING CLASS MARKET!

OFFICE SPACE AVAILABLE

The most distinctive address for your Chicago headquarters. Located in the heart of "advertising row," convenient to and for suppliers to the advertising field.

333 north michigan avenue building

- outside daylight in all offices
- year 'round air conditioning
- fast, ample automatic elevators
- excellent service

WIRTZ, HAYNIE & EHRAT, INC., *Managing Agents*
Phone: RA 6-8333 (Area Code 312)

Three Food Companies Plan Joint Promotion

Three major food producers—Chicken of the Sea tuna, the Ripe Olive Advisory Board, and the National Macaroni Institute—will conduct a joint promotion in January and February. The promotion, which will feature a tuna buffet casserole, also will feature a 50¢ cash refund which homemakers can obtain by mailing in a label from each of the products involved.

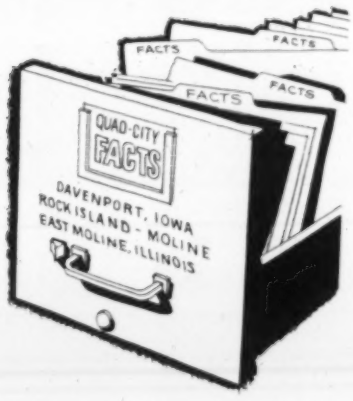
Full-color page ads will run in *Better Homes & Gardens, Family Circle, Good Housekeeping, Ladies' Home Journal, Sunset Magazine,* and *Woman's Day.* Commercials also are slated on Art Linkletter's show on CBS-TV.

Peter Moyer Joins Brand Names

Brand Names Foundation, New York, has named Peter M. Moyer, formerly with Bruce Friedlich Advertising Agency, director of media relations. He will coordinate BNF's consumer ad campaigns.

HIGH FINANCE—*A. Rhett du Pont (left), senior partner of Francis I. du Pont & Co., receives a Town Crier award of the New York Financial advertisers from Dr. C. E. Walker, exec vp of the American Bankers Assn. The award went to Du Pont for "outstanding newspaper advertising in the investment banking and brokerage category." Other Town Crier winners were First National City Bank of New York; Bowery Savings Bank; Carteret, N.J., Savings & Loan Assn.; and Chemical Bank New York Trust Co.*

FACTS ON FILE about the # 3 MARKET in IOWA-ILLINOIS



FACT No. 1

With more than ¼ million population, the Quad-Cities is the third largest metropolitan area in two of the most productive states . . . Iowa and Illinois . . . with very high effective buying income of $7,000 per household.

FACT No. 2

The Quad-Cities is the 57th U.S. industrial market and #2 in Iowa-Illinois. Total employed labor force over 107,000 - and growing.

FACT No. 3

Only Quad-City home-town newspapers produce COMPLETE coverage of this active market with circulation to 100% of the households in the area. Sales impact is deepest and broadest available in this rich region . . . and **that's** a fact, too.

OVER ¼ MILLION PEOPLE QUAD-CITIES

THE COMPLETE COVERAGE MEDIUM OF THE MARKET

QUAD-CITY NEWSPAPERS

DAVENPORT EVENING TIMES
DAVENPORT MORNING DEMOCRAT
Represented by JANN & KELLEY, Inc.

ROCK ISLAND ARGUS
MOLINE DISPATCH
Represented by ALLEN-KLAPP Co.

Revised Packaging or Ads Help Declining Product More Than Promotions, LeVee Says

NEW YORK, Nov. 7—Consumer promotions too often steal "time, money and creative thinking" from the important job of maintaining product value, Burton L. LeVee, vp of A. C. Nielsen Co., told the American Marketing Assn.'s sales promotion group last week.

Mr. LeVee suggested that products with a declining share of market, instead of pumping money into promotions, could more profitably change their package or advertising concepts. He said a switch in advertising might bolster sales by creating new reasons to buy. "Increasing the amount of advertising, changing the media or realigning the concentration by sections of the country sometimes can have dramatic favorable effects on a brand's leveling trend," he said.

While consumer promotions can accelerate product growth occasionally, Mr. LeVee contended, they don't appear to be "essential" and in some instances are even "something to be avoided, due to the possibility that the product's value might be lessened in the consumer's mind."

Mr. LeVee said promotions no longer fulfill an important sales function when the brand's "basic" share of market levels out and becomes static or starts to decline.

■ In a study of 51 separate promotions on several "heavily promoted brands" over a period of four years, Nielsen discovered that declining brands kept on declining during and after the promotion. Brands with a holding trend rose slightly; brands with an increasing trend gained the most. #

WTRF-TV STORY BOARD

"Seven Sells!"

NOW WE KNOW! Alcohol, they say, was first distilled in Arabia. That's probably why we've heard so much about those nights!

Wheeling wtrf-tv

RIDER'S DIGEST! Fashions inspire more men to show gallantry. Since gals have been wearing short skirts, men are letting them get on the bus first!

wtrf-tv Wheeling

IF YOUR WIFE wants to drive, don't stand in her way!

Wheeling wtrf-tv

TESTING! A fellow walked into the assayer's office in a small mining town and plopped down two big chunks of gold in front of the startled clerk. "Well, don't just stand there" he said, "assay something!"

wtrf-tv Wheeling

MONEY FUNNY? What is fifty female pigs and fifty male deers? It adds up . . . one hundred saws-and-bucks!

Wheeling wtrf-tv

PRISON TALK! "No wonder he's so popular, he's the lifer of the party!"

wtrf-tv Wheeling

NO JUSTICE in this world or occasionally people would be permitted to fly over pigeons!

Wheeling wtrf-tv

VP BOB FERGUSON says that the only foreign entanglement that intrigues him is a plate of spaghetti!

wtrf-tv Wheeling

SELL THE RICH Wheeling-Steubenville Industrial Ohio Valley from Wheeling. WTRF-TV does a selling job for 7,500 retail outlets ringing up 1¾ billion dollars in retail sales annually. Getting your share of the Wheeling Market? George P. Hollingbery will arrange it!

CHANNEL SEVEN NBC WHEELING, WEST VIRGINIA

NBC-TV Signs Six New Daytime Sponsors

Kraft Foods division of National Dairy Products Corp. (J. Walter Thompson Co.), New York, has returned to daytime television after an absence of several years, with participating sponsorship in NBC-TV's "Say When," "From These Roots," "Young Doctor Malone" and "Fury."

Other new participating daytime sponsors signed recently by NBC-TV include Sweets Co. of America (Henry Eisen Advertising Agency) for "Play Your Hunch," "Loretta Young Theater," "Make Room for Daddy," "Pip the Piper," "King Leonardo & His Short Subjects" and "Fury"; Pillsbury Co. (Campbell-Mithun) for "Young Doctor Malone"; Mead Johnson & Co. (Kenyon & Eckhardt) for "Say When," "Jan Murray Show," and "Make Room for Daddy"; Alberto Culver Co. (Compton Advertising) for "Young Doctor Malone" and "Jan Murray Show"; and National Biscuit Co. (McCann-Erickson) for "Loretta Young Theater."

Young, Melville Sign Pact

Adam Young Inc. and Young Television Corp., New York, station representatives, have appointed Clyde Melville Co., regional representative company, to handle Young's radio and tv stations in Texas, Oklahoma, New Mexico, Arkansas and Colorado.

Humble Names Lumpkin

James H. Lumpkin, formerly automotive manager of Esso Standard, eastern region of Humble Oil & Refining Co., New York, has been appointed automotive coordinator of Humble's new marketing department in Houston, a new position.

THE HERALD-ADVERTISER
HUNTINGTON, W. VA.

REPRESENTED NATIONALLY BY THE KATZ AGENCY, INC.

another extension of *Family Weekly's* exclusive, in-depth coverage of America's Mighty Middle Markets!

THE HERALD-ADVERTISER
serving the
$484 MILLION
TRI-STATE
MARKET!

brings the total
national circulation of
Family Weekly
to a new high of

5,364,548.....

Adding even more sales impact to its exclusive, dominating coverage of vital Middle Markets, Family Weekly now . . . through the Huntington Herald-Advertiser . . . delivers your selling message to the thriving Huntington, West Virginia, market — where more than a ½ million people spend nearly ½ billion dollars annually.

No other national advertising medium gets close to Family Weekly's depth coverage of Nielsen B & C counties — where ⅓ of the nation lives . . . where families spend *more* than the national average on and in their homes.

Ask for all the facts on Family Weekly's great and growing selling power in America's growing Middle Markets.

. . . with 53,507 Sunday circulation (ABC 3-31-61)
in 14 counties . . . in 3 states
THE HERALD-ADVERTISER
taps a prosperous, fast growing market
of $484,918,000 retail sales (UP 16% in 5 years)
in West Virginia, Kentucky and Ohio.

Family Weekly

Leonard S. Davidow, *Publisher* Patrick E. O'Rourke, *Advertising Director*
153 North Michigan Ave., Chicago 1
NEW YORK • DETROIT • CLEVELAND • LOS ANGELES • SAN FRANCISCO

Now, more than ever, the largest market in the world that can be covered in such depth by a single advertising media.

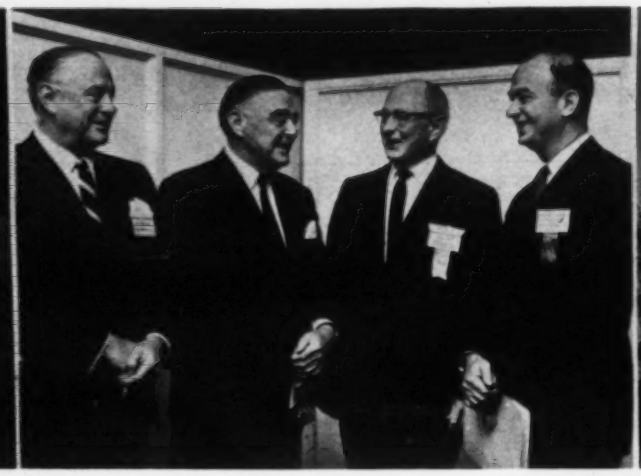
Pleasant Palaver Spices Serious Talk at ANA Meeting

Stocker Foote Koerper

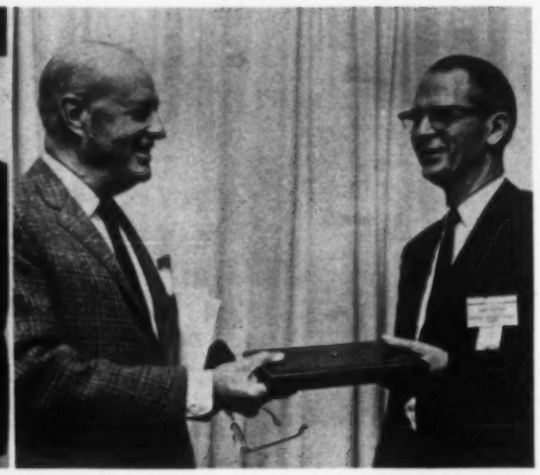
Hesketh Lockwood Brown

Cappy More Daly

Murray Klees



Brady Larsen Bolin Thurm



Bristol Veckly

Toland Mosley Greenwald Greene

Entwisle Mrs. Elting Elting Hunter

Frost Yankelovich Runyan

ADVERTISERS ANNUAL—*Attending the annual meeting of the Assn. of National Advertisers in Hot Springs were Jim Stocker, Scott Paper; Chuck Foote, State Farm Mutual; Kerwin Koerper, Hallmark Cards; Bill Hesketh, Xerox Corp.; Wally Lockwood, Taylor Instrument Cos.; Robert W. Brown, Eastman Kodak; Frank Cappy, American Cyanamid; Ed More, Formica Corp.; Austin Daly, Lederle Laboratories; Jim Murray, Spencer Chemical; Bob Klees, Beckman Instruments; William Brady, Corn Products; Roy Larsen, Time Inc.; Roger Bolin, Westinghouse; Samuel Thurm, Lever Bros.; Lee H. Bristol, Bristol-Myers, who received the Paul West Award, presented by John Veckly, U.S. Steel, newly elected chairman of the ANA; John Toland, Calvert Distillers; George Mosley, Seagram-Distillers; Sandy Greenwald, General Wine & Spirits; Brad Greene, National Distillers; Bob Entwisle and Mr. and Mrs. Vic Elting, Quaker Oats; John Hunter, B. F. Goodrich; Don Frost, Bristol-Myers; Daniel Yankelovich, who heads his own company; and Everett Runyan, California Packing.*

Chrysler Promotes Lawson

James A. Lawson has been named director of sales promotion of Chrysler-Plymouth division of Chrysler Corp. He formerly held the same position for Chrysler and Imperial cars. Since Chrysler and Imperial was merged with the Plymouth division last spring, the division has had two directors of advertising as well as two for sales promotion. Mr. Lawson's new job consolidates all sales promotion activities under a single head. W. Heartsill Wilson, formerly director of sales promotion for Plymouth and Valiant, has not been reassigned as yet.

Haldeman Handles Nixon Drive

H. R. Haldeman is taking a one-year leave of absence as vp and manager of J. Walter Thompson Co.'s Los Angeles office to become manager of Richard Nixon's campaign for the California governorship. He also served on Mr. Nixon's staff in the 1960 presidential campaign. M. C. (Doc) Borland, vp and account supervisor in the Los Angeles office, will serve as acting manager in Mr. Haldeman's absence.

GF Promotes Five

General Foods Corp., White Plains, N.Y., has elected James D. North, formerly corporate marketing counselor, to vp-marketing services, and Charles Overbeck to the new post of vp-research and technology. E. F. FitzMaurice, formerly general manager of the Perkins-S.O.S. division, was promoted to vp-development. M. R. Bohm, marketing manager of the division, succeeds Mr. FitzMaurice. Martin Gregory was named group manager-operations.

Petry Names Foster; Adds 1

Edward Petry & Co., New York, has appointed Pierce (Pete) H. Foster to its tv sales staff. Mr. Foster formerly was in the New York office of WGN Inc., which owns WGN and WGN-TV, Chicago. Petry has been named national representative for WVUE, New Orleans tv station formerly handled by Weed Television Corp.

MacCowan to Retire

H. L. MacCowan will retire from the advertising business and close his agency, MacCowan Advertising, Glenview, Ill., effective Dec. 1. Airguide Instrument Co. account, which MacCowan has handled for 29 years, will move to Frank C. Nahser Inc., Chicago.

Two Join Katz Agency

Leonard C. Warager, formerly with WABC-TV, New York, has joined the tv sales staff of Katz Agency, New York, media representative. Kenneth W. Pierce, previously with Metropolitan Broadcasting Co., has joined the Katz tv sales staff in Chicago.

'Redbook' Names Two

Edward McCole, formerly with the New York sales staff of *Redbook*, has been named Los Angeles manager of the magazine, succeeding Art Streim, recently recalled to active duty with the armed forces. Robert B. Burns, formerly with *Holiday*, has joined *Redbook's* New York sales staff.

Allen Appoints Coombs

Allen, de St. Maurice & Spitz, San Francisco, has appointed Samm Coombs creative director. Mr. Coombs was formerly copy group supervisor at McCann-Erickson, and prior to that was with Batten, Barton, Durstine & Osborn.

Enyart & Rose Adds Two

Enyart & Rose, Los Angeles, has been named to handle advertising for Mayco Colors, North Hollywood, manufacturer of ceramic products, and California Carpet Cleaning Corp., Beverly Hills.

EWRR Splits Office

Erwin Wasey, Ruthrauff & Ryan, Los Angeles, will move about 80 employes into new office space at 5455 Wilshire Blvd., about Jan. 1.

Joyce Joins Hickox

Ted Joyce, formerly publisher of *Fairways Magazine*, had joined John B. Hickox Inc., Cleveland, as an account executive.

If it interests this special engineering mind...

it's in electronics:

In a single day, an electronics engineer may face problems in research, design, production or management; he may work in any one or all four areas. Only **electronics** magazine has the editorial staff that constantly scours the nation and the globe to report authoritative engineering information in all four areas. Sell the electronics industry alongside the nation's leading manufacturers; advertise to the *interested* engineering audience that reads **electronics.**

ABP ABC **A McGRAW-HILL PUBLICATION,** 330 West 42nd Street, New York 36, N.Y.

ANA Convention Goers Chat at Homestead Gathering

Duffy Hall Roberts

Stolz Banzhaf Smith Mrs. Fish Fish

Lewis Bowman Hoover

Magee Sarine McDannald

Amos Boone

Barry McCarty

Prentice Hesse

Hope Amos

Howe Bernstein

ANA MEETING—*Among the 350 admen attending the annual meeting of the Assn. of National Advertisers at Hot Springs, Va., were Tom Duffy, Acme Boot Co.; Tom Hall, Fostoria Glass; Jim Roberts, Wheeling Steel; Robert G. Stolz, Brown Shoe Co.; Max Banzhaf, Armstrong Cork; Doug Smith, S. C. Johnson & Son; Mr. and Mrs. Jim Fish, General Mills; Jim Lewis and Larry Hoover, Thompson Ramo Wooldridge; Del Bowman, Hughes Aircraft; Jack Magee and Howard Sarine, National Lead; Clyde McDannald, Brown & Williamson Tobacco Corp.; John Amos, Amoco Chemicals; Walt Boone, Dow Chemical; Horace Barry, Nestle Co.; John McCarty, Frito Co.; Robert Prentice, Lever Bros.; William Hesse, Benton & Bowles; Norman Hope, Wellington Sears Co.; Andy Howe, Wm. Wrigley Jr. Co.; and S. R. Bernstein, Advertising Age.*

Sylvania to Push Flashbulbs, Sun Gun in Fall Drive

Network radio will be combined with photography magazines in a fall drive for Sylvania Electric Products' Blue Dot flashbulbs and its Sun Gun movie light. Heaviest play will go to flashbulbs, with minute commercials having started on ABC, CBS, Mutual and NBC. News programs were bought on all the networks except ABC, where the sales messages will be aired on Don McNeill's "Breakfast Club."

Current plans call for about 600 commercials over the next 10 weeks as a boost to holiday sales. About 100 of the positions probably will go to the Sun Gun movie light. Copy will push Sun Gun as the home movie light. William A. Cummings, advertising manager of the Photolamp marketing group of Sylvania, termed this the largest advertising campaign ever staged for Sylvania's flashbulbs and perhaps the largest in the industry. On the print side, page ads will run in *Better Movie Making, Modern Photography, Popular Photography* and *U.S. Camera*. Kudner Agency placed the campaign.

Lincoln-Mercury Names Cooke

The Lincoln-Mercury division of Ford Motor Co. has appointed Blaine Cooke market research manager, succeeding Herbert Fisher, who recently was named advertising and sales promotion manager. Mr. Cooke formerly was manager of the commercial research division for the marketing department of American Oil Co. in Chicago.

'L.A. Mirror' Drops Edition

The *Los Angeles Mirror* has suspended publication of its Saturday afternoon edition, effective Nov. 4. Subscribers will be offered the Sunday edition of the *Mirror's* sister publication, the *Los Angeles Times*, in its place. Both are published by Times-Mirror Publishing Co.

NBC Appoints Four

William J. Schmitt has been promoted from director of business affairs to the new post of general manager of the Enterprises division of NBC, New York. Marvin V. McCormick, formerly treasurer-controller of Virginia Metal Products, has been named director of business affairs of NBC-owned stations and NBC Spot Sales. He succeeds Hugh Del Regno, who has been named director of business affairs of WMAQ and WNBQ, NBC-owned stations in Chicago. Grant A. Tinker, formerly vp and director of programming of Benton & Bowles, has joined NBC-TV as general program executive.

Texaco Drive Too Successful

Texaco Inc., New York (Benton & Bowles) canceled the final week of a three-week spot tv campaign in some major markets and changed copy in others because it already had more orders than it could fill for its toy tankers offered in the commercials at a special $3.95 price. The schedule started Oct. 13.

Holtzman-Kain Adds Four; Appoints Henry Nathan

Holtzman-Kain Advertising, Chicago, has been named to handle advertising for C. H. Runciman's Hallmard division, Lowell, Mich., manufacturer of Hallmard precooked beans and Hallmard Quick chili; Snack Products Inc., Downers Grove, Ill.; Burgess Seed & Plant Co., Galesburg, Mich., mail order nursery; and Matralin Co., Elgin, Ill., developer of Lug-a-ture, a combination luggage-furniture item.

At the same time, Henry Nathan has joined Holtzman-Kain as director of merchandising and account executive. He was formerly an account executive of Burlingame-Grossman.

Two Appoint Yardis

Yardis Advertising Co., Philadelphia, has been appointed to handle advertising for McCarrie School of Dentistry, Philadelphia. Victor Electronics Corp., Philadelphia, has appointed the agency to handle advertising for its Golf-It, electronic golf driving range which shows distance, direction and path of the ball, including slice or hook, after it is hit.

an exclusive, up-to-the-minute marketing story to help you sell more now in Chicago

How would you answer these statements about the changing Chicago grocery market? True or false?

T F A 5% sales increase every year is enough to keep your brand ahead of the overall market growth.

T F Middle and upper income families now account for nearly two-thirds of all grocery buying.

T F The average chain store shopper is a loyal customer who spends more than half of her grocery dollars in one store.

T F Chicago's top corporate chains still spend more advertising dollars in the same newspaper today as they did five years ago.

ALL FOUR STATEMENTS ARE FALSE. These are only a few of the vital questions you will find answered in "Your Stake in the Growing Chicago Grocery Market."

This complete marketing story draws a graphic picture of conditions today and prospects for tomorrow in the $2,222,000,000 Chicago grocery market. It pinpoints who your best customers are, how much they spend, and how you can reach them most efficiently and economically.

"Your Stake in the Growing Chicago Grocery Market" provides useful selling information which you can put to work right now in Chicago. Ask your Tribune representative to go over the full story with you. Why not call him today?

More readers... more advertising... more results

The Chicago Tribune

Esquire Polish Names Porte

Alvin R. Porte, formerly merchandising manager of Norman, Craig & Kummel, has been named merchandising manager of Esquire shoe care products, manufactured by Revlon's subsidiary, Knomark Mfg. Co., New York.

KTVI Boosts Necessary

KTVI, St. Louis, has appointed James E. Necessary, formerly an account executive, local sales manager.

Bing & Price Opens Shop

Bing & Price, a new advertising and sales promotion agency, has opened its headquarters in Western Merchandise Mart, 1355 Market St., San Francisco. The agency will specialize in offering service to retail furniture and home goods stores. Principals are Louis S. Bing, president, who formerly headed Bing Co., Cleveland furniture chain, and Edgar Price, vp, who formerly was ad director for the Bing stores.

LULLABUY OF BROADWAY—*The hit Broadway musical, "How to Succeed in Business Without Really Trying," is the copy lure of this New York Times b&w promotional ad, ranging from 1,000 to 1,800 lines. The Times is inserting the ad in 26 dailies and 30 weeklies in Westchester, Long Island and New Jersey. Agency is Batten, Barton, Durstine & Osborn.*

'Shopping Center Age' Pilot Issue Shown

Lebhar-Friedman, New York, has published the pilot issue of *Shopping Center Age*, due for regular publication in January. The monthly has a guarantee of 6,500. A one-time b&w page costs $490.

Coe Joins Jorgensen

Richard E. Coe has joined Richard Jorgensen Advertising, San Jose, as an account executive. Mr. Coe was formerly account executive and television director-producer of Jennings & Thompson Advertising, Phoenix.

Smith, Henderson Adds Won

House of Won Sauces, Flushing, N.Y., a new company, has appointed Smith, Henderson & Berey, New York, to handle advertising for a barbecue sauce, the first of several Chinese specialties it plans to market.

Together
reinforces your schedule.

Ideas and attitudes grow through free exchange of individual opinions. An attitude concerning a person, a product or business organization becomes more positive when it is formed or confirmed through personal associations. It is more likely to be accepted—and acted upon—when it is presented to *all* members of a group simultaneously. That is what is important about Together.

There is a definite way your advertising in *Together reinforces your entire schedule.* To learn how, write or call Together today.

Together
The midmonth magazine for Methodist Families
740 RUSH STREET
CHICAGO 11, ILL.

Pet Milk Appoints Schenk to Head New Division

Pet Milk Co., St. Louis, has appointed Boyd F. Schenk general manager of a new division which will handle production and marketing of the company's frozen food products—Pet-Ritz and Swiss Miss pies, Pet-Ritz Quick breads, apple dumplings and Viennese rolls. Mr. Schenk was formerly production manager of frozen foods.

Altman Joins Outboard

Bernard Altman, previously fashion advertising manager of *Gentlemen's Quarterly*, New York, has been appointed eastern sales manager of *Boating Year Round/Outboard* and *Boating Progress*, published by Outboard Magazine, Jacksonville. The company also named Townsend Millsap & Co., its West Coast representative.

PDI Issues Newsletter

Printing Developments Inc., a wholly owned subsidiary of Time Inc., has published its first quarterly for the international graphics arts industry, *Printing Developments & Ideas from PDI*. Copies of the eight-page fall issue are available from PDI, Time & Life Bldg., New York.

NOW BACON'S CLIPS NEWSPAPERS
offers expanded coverage!

All the daily newspapers covering the nation's manufacturing and marketing areas. Now you can get accurate coverage of **both NEWSPAPERS and MAGAZINES** with **one** bureau — BACON'S, the national standard for reliable clipping service.

Send for MARKET AREA MAP
Full details on BACON'S expanded coverage. Lists **every** magazine and newspaper we read. Map shows market areas covered by newspapers on our list. Send today for free copy.
BACON'S CLIPPING BUREAU
14 E. Jackson • Chicago 4
WA 2-8419

Changing Consumer Values Called Cause of Credit Buying Dip

NEW YORK, Nov. 7—One reason credit buying is off this year is that the consumer is "wising up, changing his values" and displaying more "sophistication," Richard E. Meier, chairman of Interstate Finance Corp., Evansville, Ind., told the American Finance Conference here. Mr. Meier said consumers are not depending on items like refrigerators as status symbols, but are turning to more subtle ways of displaying their affluence.

Another reason why consumer borrowing has decreased, he said, is "the awfulness of atomic annihilation" which confronts us. He said the fact that people are being called into service in greater numbers is "a disruptive factor."

■ Finance officials agreed that 1962 should be a good year for car sales, with about a 15% increase over this year. Vernon Hinkle, president of Bankers Investment Co., Hutchinson, Kan., predicted that compact autos will account for 65% of sales within the next two years, but that right now consumers are "dragging their heels."

George A. Bigley, exec vp of Pacific Finance Corp., Los Angeles, called the 65% estimate a little high and forecast a 45% share of market for compacts "within the next year or so." Compacts now account for less than 40% of industry sales.

Mr. Bigley termed the used car market "strong and satisfactory." Not only have the big cars been absorbed into the market through trade-ins on smaller models, he said, but also many people have been trading in compacts as well.

■ Among growing uses for credit buying foreseen by the finance executives are education, air travel and vacations. #

McCaffrey to Steero, Noxon

James J. McCaffrey, formerly with Joseph Reiss Marketing, has been named director of marketing of American Kitchen Products Co., Jersey City, and its affiliates, manufacturers of Steero, Noxon and Atmore products. He succeeds Arthur L. Iger, who has joined Smith/Greenland, the agency for Steero and Noxon.

Owens-Corning Names Condon

Donald S. Condon has been appointed advertising supervisor of the home building products marketing division of Owens-Corning Fiberglas Corp., Toledo. He formerly was in the company's Detroit sales office.

THE SAN DIEGO UNION AND EVENING TRIBUNE

WHOLE LOG—*W. A. Taylor & Co. will urge gift buyers to go the whole log this Christmas with a trio of imports set in a Yule log—Old Smuggler scotch, Courvoisier brandy and Drambuie liqueur. The men behind the idea were L. A. Roden (left), vp in charge of advertising, and William A. Baumert, vp, Charles W. Hoyt Co., New York. The assortment of liquor retails for about $25.*

Bowman Distillery Wins Suit on 'Gentleman' Mark

U. S. district court in Baltimore has enjoined Montebello Liquors, Baltimore, from using trademarks containing the word "gentleman" or "gentlemen." The suit was brought by A. Smith Bowman Distillery, Sunset Hills, Va., which claimed Montebello's Maryland Gentleman infringed on Bowman's Virginia Gentleman.

Earlier this year Bowman initiated court action to stop Schenley Distillers from using the names Indiana Gentleman and American Gentleman. And Bowman has a suit in progress to stop Barton Distilling Co. from using the name Kentucky Gentleman.

Two Copywriters to Klemtner

Helen Hirsch, formerly a copywriter with E. R. Squibb & Sons, and Sander Yellin, a free lance writer, have joined the copy department of Paul Klemtner & Co., New York.

PERSONAL SERVICE

Vincent J. Collins, who has had a wealth of experience in serving the media represented by The Farley Company, and a knowledgeable background in business paper markets, is now servicing accounts and agencies in those areas along the South Bend, Toledo, Cleveland and Erie route. Vince, a partner in The Farley Company, is a veteran in this highly specialized field. He continues to service his established accounts in Chicago and in the Indianapolis, Cincinnati and Louisville areas.

Markets Served

Electrical Contracting • Electric Utilities • Electronics • Industrial Maintenance • Industrial Distributing • Mechanical Contracting • Policy Level Management • Savings & Loan

THE FARLEY COMPANY

Business Paper Representatives
120 S. LaSalle St., Chicago 3, Ill. • FI 6-3074

THE SAN DIEGO UNION AND EVENING TRIBUNE

NEWSPAPERS THAT MEAN BUSINESS IN SAN DIEGO

With Lumber-Building-Hardware sales totaling more than $80,500,000 last year, San Diego County, California, ranked 11th among the nation's 200 leading counties in that category. Note these comparative totals:

SAN DIEGO, CALIFORNIA	$80,522,000
DADE (MIAMI), FLORIDA	$76,881,000
PHILADELPHIA, PENNSYLVANIA	$75,581,000
DALLAS, TEXAS	$70,974,000
KING (SEATTLE), WASHINGTON	$67,596,000

SALES ESTIMATES: 1961 SALES MANAGEMENT SURVEY OF BUYING POWER

Two metropolitan newspapers sell the important San Diego market: The San Diego Union and Evening Tribune. Combined daily circulation is 226,437 (ABC 3/31/61).

Copley Newspapers: 15 Hometown Daily Newspapers covering San Diego, California — Greater Los Angeles — Springfield, Illinois — and Northern Illinois. Served by the Copley Washington Bureau and The Copley News Service.

REPRESENTED NATIONALLY BY NELSON ROBERTS & ASSOCIATES, INC.

"THE RING OF TRUTH" Copley Newspapers

The San Diego Union | EVENING TRIBUNE

'Popeye' Goes Spanish

King Features Syndicate, New York, has begun Spanish dubbing of its "Popeye" television series, following sales of the cartoons to Spain. The series is also available in Venezuela, Brazil, Japan, the Philippines, Australia and Canada.

Dodson Adds Account

Chamber of Commerce, Panama City, Fla., has appointed Pat Dodson Agency, Pensacola, to handle the Panama City-Bay County account. Henry Quednau Inc., Tampa, is the former agency of record. The account bills $45,000.

110 ADVERTISERS SPONSOR COLOR TV

During the '60-'61 season, 110 major advertisers sponsored network Color Television programs. More and more sponsors are moving up to Color. What about you? Get the full Color picture today from: W. E. Boss, Director, Color Television Coordination, RADIO CORPORATION OF AMERICA, 30 Rockefeller Plaza, New York 20, New York, Tel: CO 5-5900

NO BRANDS—*B. C. Ohlandt, exec vp, National Distillers Products Co., will continue his three-year crusade urging tavern men and retailers to join trade associations, with a new series of trade ads headlined, "You can't lick 'em—unless you join!" Copy is completely devoid of brand mentions. Lawrence Fertig & Co. is the agency.*

Mark, Simeon Assigned

Mark, Simeon & Renard, 347 Fifth Ave., New York, has been assigned for the benefit of creditors to Friedman & Polivy, 295 Madison Ave. There is no information on assets and liabilities. Joel S. Jablons is president of the agency, which is about seven years old. According to attorney Calvin Polivy, the agency suffered losses because of a Florida hotel and New Jersey country club which went bankrupt.

Taylor Elected Club Head

John N. Taylor, president of Dayton Typographic Service Co., Dayton, has been elected president of the Advertising Typographers Assn. of America, New York. At the same time Ferd A. Laile, president of William Patrick Co., Newark, was elected vp and Bernard M. Ryan, general manager of Typographic Service Co., New York, was elected treasurer.

Rawlings Named President

General Mills, Minneapolis, has appointed E. W. Rawlings president, succeeding C. H. Bell, who has been elected chairman. Mr. Bell succeeds Gerald S. Kennedy, who will continue as chairman of the executive committee of the board. Mr. Rawlings, formerly exec vp, joined the company in 1959. All appointments will become effective Dec. 1.

Japanese Can't Beat Western Prices of TVs, Refrigerators

NEW YORK, Nov. 7—The Japanese, those Merlins of cost-cutting competition, are finding it impossible to compete with Americans and Europeans in several product areas.

The reason? High production costs.

This unusual state of affairs for the Far East country is revealed by a study in *Electrical Merchandising Week* which outlined Japan's frustrated efforts to create a major U.S. market for a variety of consumer electronic products.

The Japanese have had outstanding success with transistor radios and cameras, at all quality levels, but they are unable to break through with television sets, refrigerators and other major appliances.

■ The McGraw-Hill weekly gives two cost analyses which it said provided "a key explanation for the failure."

• Production costs for a 14" tv set come to $63.61. Added to this are a $12.50 commodity tax, and a $9.72 producer's profit to get a shipping price of $85.83. Wholesaler and retailer profits would bring the retail price to $133.33, still not counting trans-Pacific shipping costs.

In the U.S. today (which has a negligible market for 14" sets) a 17" tv may be bought for $129 in discount stores, a 19" set for $10-$20 more.

• Production costs in Japan for a 2½ cu. ft. refrigerator came to $70.28. The commodity tax added $20.83 and the producer's profit $7.50 for a shipping cost of $98.61. Wholesale and retail margins brought the price to $138.89, plus Pacific shipping charges.

While the size of this market, 40,000-50,000 units annually, is too small to interest American manufacturers, European factories currently turn out an equivalent small refrigerator which sells for $99 in the U.S.

■ The magazine reported that prospects for immediate improvements are dim. To keep export sales rolling, in many cases the Japanese are charging higher unit prices at home than they are in the U.S., in effect, financing exports with domestic profits. Some transistor radios cost 20%-30% more in Tokyo than in New York.

One key to the future could be product saturation in the home market because, as domestic production expands, export unit costs tend to go down. Television, with 36.5% saturation, and washers with 30.2%, top the product saturation list in Japan's 19,400,000 households. #

Nichols Names Bozell

Nichols Industries, Jacksonville, Tex., toy manufacturer, has named Bozell & Jacobs, Shreveport, its agency. Aubrey Williams Advertising, New Orleans, is the former agency of record.

Conley Appoints Rodkin

Conley Electronics Corp., Evanston, Ill., manufacturer of tape cartridges and decks and playback units, has named Sander Rodkin Advertising Agency, Chicago, to handle advertising and merchandising.

Albany Frosted Foods Names Barlow/Johnson

Albany Frosted Foods, Albany, N.Y., has named Barlow/Johnson, Latham, N.Y., to handle its advertising

TULSA . . . CROSSROAD OF MID-AMERICA
GROWING WITH THE JET AGE

Tulsa's long-standing eminence as a transportation center takes on new dimensions this November 15 with the completion of this $10,000,000.00 jet-age air terminal. This makes an accumulative investment of $60,000,000.00. Both the bustle of large-scale construction and the "look-ahead" planning behind the construction are typical of this vital young city. For real response to your advertising, select the Tulsa World and The Tulsa Tribune . . . the papers preferred by readers throughout the rich 40-county Magic Empire.

Represented Nationally By The Branham Company

The TULSA WORLD and THE TULSA TRIBUNE
MORNING • SUNDAY • EVENING

to start a trend . . . in the farm market

Sell the "open-mind" of the young farmer — the big-influence market of modern, educated farmers.

275,000 strong

The National Future Farmer
BOX 29
ALEXANDRIA, VIRGINIA
ROckwell 8-1212

The magazine for the young man on the farm

account executive or design engineer?

READ 3¢ READERSHIP OF YOUR MESSAGE BY DESIGN ENGINEERS IS WHAT YOU WANT, AND GET IN MACHINE DESIGN

BPA ABP MACHINE DESIGN

He's an AE . . . generalist calling the shots in a world of specialists. One minute he's up to his ears in a marketing problem . . . the next, in media . . . the next, in copy or art . . . you name it. It's his job to combine all these talents into sales magic. The DE also makes the most of specialists. Must keep pace with the latest advancements in electronics, hydraulics, drives, fastenings, materials . . . everything contributing to product improvement . . . everything needed for new products. To keep pace in *either* field you must keep ahead in *all* areas. The designer does it by reading MACHINE DESIGN, the magazine that serves the *total* spectrum of his needs and problems. How do you?

A Penton Publication, Penton Building, Cleveland 13, Ohio

MORE EDITORIAL AWARDS

MORE READERSHIP

MORE ADVERTISING PAGES

MORE READER RESPONSE

MORE EFFECTIVE CIRCULATION

MORE MARKETING AIDS

Carlson Re-elects Sweeney

Raymond G. Sweeney has been re-elected president of Carlson & Co., Indianapolis. Mr. Sweeney was named president last year on the death of Herbert A. Carlson. The board of directors at that time announced a plan to rotate the presidency among the founders (AA, Oct. 17, '60). However, "complete satisfaction with the agency's good progress in the past year" led to Mr. Sweeney's retention, the board said.

ПЕРВЫЙ*

In any language, The Cedar Rapids Gazette is Iowa's 1st newspaper in total advertising linage and provides 95% coverage of Iowa's 2nd largest market.

Represented by Allen-Klapp Co.

ПЕРВЫЙ means First in Russian

'Boat Show '62' Announced

Boat & Motor Dealer, Skokie, Ill., will publish an annual for consumers, *Boat Show '62*, which will be introduced at the New York boat show in January. Advertisers with a minimum of six half-page insertions in *Boat & Motor Dealer* qualify for space in the annual.

New 'Publicity Checker' Out

Bacon's Clipping Bureau, 14 E. Jackson Blvd., Chicago, has published its 10th annual "Publicity Checker," listing magazines, newspapers and syndicated columnists. Price is $25.

Horace T. Hunter, Canadian Publishing Pioneer, Dies at 80

TORONTO, Nov. 7—Horace Talmadge Hunter, 80, chairman of the board of Maclean-Hunter Publishing Co., died Nov. 1 at his home.

Mr. Hunter, who headed a company which carries some 46% of Canadian magazine advertising, played a major role in developing the country's publishing business. He joined the old J. B. Maclean Publishing Co. in 1903, when it was publishing half a dozen trade periodicals. He was named a partner in 1917, and president in 1933. In 1945, the company's name was changed to include his. Today it publishes more than 50 magazines and business papers in Canada, the U.S. and Britain.

■ He once told a conference of the Assn. of Industrial Advertisers that the purpose of advertising was not only to offer products and services but to build long-term confidence and good will. Believing that honesty in news presentation builds public confidence, he maintained the company must be politically independent. Yet independence, he said, does not mean neutrality, and he encouraged editors to take a fearless stand on matters of public concern.

■ Mr. Hunter was awarded the silver medal of the Assn. of Canadian Advertisers in 1948 for distinguished service to advertisers. He was a former president of the Canadian National Newspapers & Periodicals Assn. and its successor, Periodical Press Assn. He also was a member of the executive committee of the Commonwealth Press Union.

LOUIS P. CASHMAN SR.

VICKSBURG, MISS., Nov. 7—Louis P. Cashman Sr., 74, editor and publisher of the *Evening Post* here and president of Delta Broadcasting Co. (WQBS), died Sunday after a long illness.

First employed by his father, the late John G. Cashman, who founded the newspaper in 1883, Mr. Cashman was in newspaper work for 53 years. The *Post* won a Pulitzer prize in 1954 for coverage of the Vicksburg tornado.

Mr. Cashman had served as president of Mississippi Press Assn. and as a director of Southern Newspaper Publishers' Assn.

JAMES MacDIARMID

MONTCLAIR, N.J., Nov. 7—James MacDiarmid, 50, assistant ad manager of P. Ballantine & Sons, Newark brewery, died Nov. 2 in Community Hospital here after a long illness. Mr. MacDiarmid, who had had cancer of the lung for some time, reportedly died of a heart attack.

He joined Ballantine in 1936, and was named assistant ad manager after World War II.

Philco Sets Trade Insert

The Lansdale division of Philco Corp. is running a 16-page, six-color insert in the December issue of *Electronics Industries*, the largest single issue insert ever to run in that publication. Eight pages of the insert will unfold to form an electronic frequency chart. Maxwell Associates, Bala-Cynwyd, Pa., is the agency.

German, French, British Agencies Form Italian Shop

MILAN, Nov. 7—Three advertising agencies—one British, one French and one German—have jointly opened a new advertising agency in Italy.

The new agency is Brose, R. L. Dupuy, Lonsdale-Hands International Marketing & Advertising. Thus it combines the names of the agencies which founded it: Hanns W. Brose, of Frankfurt and Hamburg; R. L. Dupuy, of Paris and Brussels; and the Lonsdale-Hands organization, of London and Lausanne.

Initial accounts with the agency are Revlon and Schick razors.

A statement on the establishment of the new agency said it was "shaped to meet the problems of British, French and German manufacturers who look to their future in Italy as well as in their home markets."

■ Responsible members of the three founding agencies' boards will meet frequently in Milan to supervise creative and specialized work. The new agency also will be able to draw on the experience and local marketing knowledge of the founding agencies.

Close ties have been established between the new agency and Benelli Studios, an Italian design house, which is available to restyle products, packs, display material and sales literature to suit the Italian market. Signor Giulio Benelli has been appointed a director of the new agency.

Nielsen Expands Canada NBI

A. C. Nielsen Co. of Canada, Toronto, has expanded its Nielsen Broadcast Index service to four reports per year for all multi-station markets. Each report will include total area statistics and a listing of the counties included in the measured area.

Hayden Boosts Conner

Berry Conner Jr., district manager in New York for Hayden Publishing Co.'s *Electronic Design*, has been named to the new position of sales manager of *Electronic Designers' Catalog*. He will head the new, separate sales staff of the catalog.

SELL THE URBAN NEGRO MARKET AND BECOME No.1

The big city Negro customer is *essential* to your profits! He is more than ⅓ of the population in 32 major cities. He is now more than 30% of the customers of some important department stores and prestige downtown retailers.

The urban Negro has about the same median income as U.S. white families but he buys 4 times *more* soft drinks, 3 times *more* alcoholic beverages, and 8 times *more* cosmetics. He spends up to 12% *more* for food, 77% *more* for shoes, and 25% *more* for clothing.

These profitable urban Negro families can be sold effectively only in media that reflect Negro achievement, aspirations and interests. EBONY magazine is read by more Negro families than *any* other magazine. In *most* cities, EBONY's local readership coverage of Negro households is larger than that of any newspaper, TV or radio station. And 85% of EBONY circulation is in "Central-City" where you have your distribution and retailer sales problems.

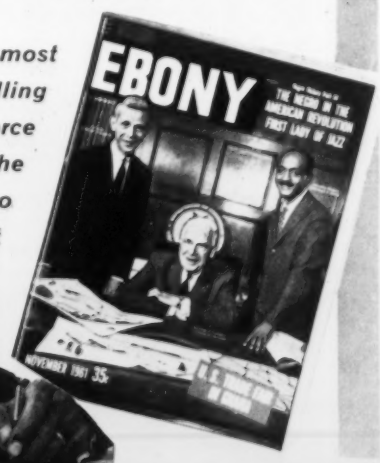
EBONY

CHICAGO 16: 1820 SOUTH MICHIGAN AVENUE CAlumet 5-1000

NEW YORK 20: 1270 AVENUE OF THE AMERICAS JUdson 6-2911

BEVERLY HILLS, CALIF.: 9033 WILSHIRE BOULEVARD BRadshaw 2-9078

the most influential selling force in the Negro market



MOST WIDELY CIRCULATED NEGRO PUBLICATION

What happens to the "mats" you furnish your dealers... Are they used?

Mat Analysis Service

Mat releases to dealers cost money and yet these mats may —or may not be used. How do you know? Employ ACB to give you tearsheets and a detailed report of all mats used by dealers. Such a check-up will help to prevent wastage. Shows which styles, models, etc. are getting the best play. And, even more important, it reveals those dealers who are *not* using your mats.

We read every daily newspaper advertisement

ACB THE ADVERTISING CHECKING BUREAU, INC.

NEW YORK, 353 Park Avenue South • CHICAGO, 18 South Michigan Avenue
MEMPHIS, Tenn. • COLUMBUS, Ohio • SAN FRANCISCO, 51 First Street

Kansas City leads the nation in retail drug sales!

Again in 1960, as for the past six years, Kansas City ranked No. 1 nationally in drug sales.

Despite generally slower business, retail drug volume here rose to $81,432,000.00, a gain over the preceding year of almost 5%. On a per capita basis, Kansas City drug store sales exceeded the national average by 81%!

Three factors made possible this dynamic performance:

1. **Kansas City is now first in America in general sales activity.***
2. **Kansas City's skilled retailers employ the latest merchandising techniques.**
3. **Through The Kansas City Star these promotion-minded merchants blanket the booming Kansas City market at one low advertising cost.**

Kansas City's spectacular sales potential makes it a "must" on any advertising schedule.

*Sales Management Survey of Buying Power in Million-Person Markets.

1960 Per Capita Retail Drug Store Sales in Million-Person Market Areas

1.	KANSAS CITY	$77.08
2.	Washington, D. C.	73.22
3.	Los Angeles	61.11
4.	Detroit	58.48
5.	Dallas	58.22
6.	Cleveland	57.23
7.	Chicago	54.44
8.	Baltimore	52.19
9.	Minneapolis-St. Paul	51.52
10.	Seattle	50.63
11.	Houston	50.09
12.	San Francisco	49.71
13.	Cincinnati	49.36
14.	St. Louis	48.87
15.	Boston	47.80
16.	Buffalo	47.17
17.	Atlanta	45.15
18.	San Diego	45.02
19.	Milwaukee	44.05
20.	Pittsburgh	43.25
21.	Newark	42.20
22.	New York	41.08
23.	Philadelphia	39.35
24.	Patterson-Clifton-Passaic	37.84

U. S. Average, $42.68

THE KANSAS CITY STAR

Renner Names Nea; Adds 1

Renner Inc., Philadelphia, has appointed Jim Nea an account executive. Prior to joining Renner, Mr. Nea was with Aitkin-Kynett Co. At the same time, Renner has been named to handle advertising for Lake Shore Hotel, Cleveland.

JUST ASK FOR MARIE... Call WAbash 2-8655!

Let Marie handle your complete mailings — including addressographing, addressing, multigraphing fill-in on multigraphed letters and planographing.
Marie keeps your Mailing List up-to-date too and frees you from all the detail work.
Direct Mail has been our business for 30 years. We pick up your rush copy, give quick service, do accurate work and guarantee prompt delivery.

The Letter Shop Inc.

431 S. Dearborn St. • Chicago 5, Illinois

Starcraft Boat's 9-Page Trade Ad Is 'Dealer Meeting'

GOSHEN, IND., Nov. 8—Starcraft Boat Co. here is holding "a dealer conference without leaving the office" by means of a nine-page insertion in November *Boating Industry*.

Dealers from Key Largo to Portland, Ore., are featured in the nine consecutive right-hand b&w pages comprising the ad. The facing left-hand pages carry only editorial matter.

The November ad was preceded by a five-page ad in *Boating Industry's* October issue, which showed the manufacturer's line in action.

Starcraft, a manufacturer of farm equipment 29 years ago, describes itself as "the nation's leading builder of aluminum and fiber glass outboard boats."

The agency for that entire period has been Bonsib Inc., Fort Wayne.

On the following pages STARCRAFT distributors are previewing the 1962 line to their dealers
"Talk about guarantees! In five years and 1500 boats, we have had only one boat returned!"
STARCRAFT
"From what I've seen, you guys ought to beat the 28⅓% increase you had in 1961!"
STARCRAFT
STARCRAFT BOAT COMPANY

BOATMAKER'S SPLASH—*These b&w ads are one-third of Starcraft Boat Co.'s nine-page insertion in the November Boating Industry featuring eight of its 40 dealers.*

Poisal Joins Buddemeier

George D. Poisal has joined H. W. Buddemeier Co., Baltimore. Mr. Poisal formerly headed his own agency, George Poisal Advertising.

NOW READY

SCRIPPS-HOWARD'S
GROCERY PRODUCT DISTRIBUTION SURVEY for 1961

- Seventy-one (71) major and sub-classifications of grocery store merchandise are covered.
- Reports show all brands handled by corporate chain grocery stores in 13 Scripps-Howard cities.
- Nationally known as well as private label brands are listed.
- Distribution is shown brand by brand and chain by chain.
- For your copy, contact any Scripps-Howard newspaper or representative.

SCRIPPS-HOWARD NEWSPAPERS

NEW YORK . World-Telegram & The Sun	COLUMBUS . . . . . Citizen-Journal	DENVER . . . Rocky Mountain News	EVANSVILLE. . . . . Press
CLEVELAND . . . . . Press and News	CINCINNATI . . . . Post & Times-Star	BIRMINGHAM . . . . Post-Herald	HOUSTON . . . . . Press
PITTSBURGH. . . . . Press	KENTUCKY . . . . . Kentucky edition Cincinnati Post & Times-Star	MEMPHIS . . . . . Press-Scimitar	FORT WORTH . . . . . Press
INDIANAPOLIS . . . . . Times		MEMPHIS . . . Commercial Appeal	ALBUQUERQUE . . . . . Tribune
SAN FRANCISCO . . News-Call Bulletin* *Affiliated	KNOXVILLE . . . . . News-Sentinel	WASHINGTON . . . . Daily News	EL PASO . . . . . Herald-Post

General Advertising Department . . . 230 Park Avenue, New York City—Chicago San Francisco Los Angeles Detroit Cincinnati Philadelphia Dallas

Airline Ad Hassle Becomes Moot as CAB Disallows Flight

WASHINGTON, Nov. 7—A quarrel between Eastern Airlines and National Airlines over advertising for the proposed Eastern-American through-flight from Miami to San Francisco dropped into the background last week as the Civil Aeronautics Board announced that it does not intend to permit the flight.

National complained that ads which were already running for the proposed flight were unfair, because they failed to mention a Chicago stop (AA, Oct. 30).

CAB noted that its recent Southern-Transcontinental service decision set up the permit pattern for through flights from Miami to San Francisco. It said the Eastern-American flight is contrary to that carefully considered decision and "might inhibit the improvement and development of the direct services so recently found required by public convenience and necessity." #

Chauquin, Romano to Starrs

Chauquin Inc., Morrisville, Pa., U.S.A. general agent for Le Rhum Clement (French West Indies rum) and Picon aperitif liqueur, has appointed John Patrick Starrs Inc., New York, to handle advertising for the two products. At the same time, Romano Cucamonga Winery, Cucamonga, Cal., has appointed Starrs to handle its advertising.

McCarty Adds WorldWide

WorldWide Shelter Engineers, Chicago, manufacturer of custom fallout and blast shelters, has appointed McCarty Co., Chicago, to handle its advertising. Allen Grobman, sales manager, said the company presently is installing 25 fallout and blast shelters in the Chicago area per week.

NTA Boosts Roberts

National Telefilm Associates, Los Angeles, has promoted Martin Roberts to the new post of director of advertising, promotion and publicity. He was formerly director of NTA's sales-service and promotion. NTA has named Cole Fischer Rogow Inc. to handle its advertising.

Pharmacist Picks Gerth, Brown

Horton & Converse, prescription pharmacy chain with 26 stores in Southern California, has named Gerth, Brown, Clark & Elkus to handle its advertising. Both are in Los Angeles.

Miller Adds Account

Bramberry Estates, a housing development at Toms River, N. J., has appointed Miller Advertising Agency, New York, to handle its advertising. Primarily newspapers will be used by the account.

THE ONE UTENSIL
that gets the others used

UTENSIL—the word itself means "something that may be used." That makes it just about perfect as a description for Woman's Day—the woman's service magazine that's edited for *use*, not just for perusal. Not only is every issue chock-a-block with ideas—the ideas are realistic and practical.

More than 5,500,000 women go *out* to buy Woman's Day. It inspires the kind of feeling that makes them not only go out and buy it, but use it, clip it, keep it.

And now Woman's Day is more *useful* to advertisers! There are *ten* regional editions based on nine U. S. Nielsen marketing areas and Canada, to give you greater flexibility and impact. Woman's Day—the woman's service magazine with 5,500,000 *users*.

©1961 Fawcett Publications Inc., 1961

Buy

MEMPHIS

Capital of the Mid-South

Natural distribution in a solid market with $2,096,582,000 in retail sales— the nation's 13th largest newspaper market!

Total market area population— 2,538,457

•

Combined daily family coverage by Memphis newspapers—more than 50%

Total combined daily circulation— 370,017

•

To buy the Memphis Market . . . buy Memphis newspapers

write for complete market data

THE COMMERCIAL APPEAL

•

MEMPHIS PRESS-SCIMITAR

Memphis, Tennessee

Scripps-Howard Newspapers

U.K. Ad Spending to Top $1 Billion by '65: Y&R Ltd.

(Continued from Page 3)

to a reliable independent projection of national income."

Several recent projections, the report notes, have assumed an annual increase of 3.2% in Britain's national income. This is the rate of growth used in the Y&R projection.

This assumes that Britain's national income will grow from $43.17 billion in 1955 to $56 billion in 1960 and to $66.29 billion in 1965.

■ The study points out that it is concerned with expenditure on advertising time and space and that the total advertising expenditure, including such items as point of purchase, direct mail, catalogs and similar forms of advertising, would be even higher. (For example, the 1956 total advertising expenditure, calculated by the Advertising Assn., was $778,400,000, which represented 1.7% of the national income. Direct expenditure on media time and space in 1956, however, was reckoned to be $494,200,000.)

The study sees television advertising doubling during the five years from 1960 to 1965, from $215,320,000 to $434,000,000, of which some $39,200,000 would represent a 10% government tax.

■ Expenditure in print media is seen rising from $551,600,000 in 1960 to $649,600,000 in 1965, while outdoor advertising is expected to increase from $37,520,000 to $39,200,000, and cinema advertising from $8,400,000 to $9,800,000. Radio advertising, however, is expected to decline from $1,442,000 to $1,400,000.

The study accepted as working assumptions, but not forecasts, that the 10% advertising tax on television would continue throughout the period, that there will be no further commercial television channels available before 1965, that no commercial radio stations will be opened before 1965, and that the advertisement duty will apply only to television.

A foreword to the study says:

■ "This analysis was initiated to help us increase the productivity of the advertising we prepare for our clients."

In its conclusions the study notes that in the U.S. over the past four years the rise in the per-thousand cost of advertising represented a greater proportion of total increase in budgets than growth of volume of advertising messages.

"It would appear that in order to maintain their profit margins media owners in the U.S. have been forced by this slower growth of expenditure to increase their prices out of proportion to any extra coverage offered," it said.

In Britain, on the other hand, the rate of growth of expenditure over the last four years has been more rapid and the rise in costs represented a smaller proportion of the total increase of budgets.

■ "It is, therefore, disturbing to observe that the projection up to 1965 for the United Kingdom is beginning to take on the shape that has already been established for the U.S. by the developments of the last four years . . .

"The indications are that rising costs and growth of volume of advertising will bring about a 42% increase in advertising expenditure for 1965 compared with 1960. By 1965, prices of advertising media may well rise, on the average, by 16%. The remainder of the increased expenditure (26% because of the new higher prices) would go to increasing the volume.

"If this projection were to come true, an advertiser wishing to maintain his present relative position would have to, firstly, increase the number of advertising messages he is delivering to the same extent as the total numbers of all advertising messages increase and, secondly, pay the increased cost of his selected media." #

VARIETY—*The Birds Eye division of General Foods, White Plains, N.Y., will use this color spread in Sunday supplements and dailies for a six-week introduction in the New York and Boston-New England areas of its new line of combination frozen vegetables and vegetables with sauces (AA, Oct. 30). Young & Rubicam is the agency.*

New Handy Andy Launched

Handy Andy with ammonia is being introduced nationally by Lever Bros. Co., New York, following test operations in Roanoke, Rockford and Chicago. The ammonia product is a companion to the regular Handy Andy. Price-off packs are currently available for the two sizes of the new products. J. Walter Thompson Co. is the agency.

What Would It be Worth to Increase the Effectiveness of Your Television Advertising . . . Even 10%?

3 Ways to Improve Your TV Commercials:

You begin by calling in the man with the most solid experience in the field. He has written some 3,500 commercials. And produced a good 17,000. For a tv billing of $260-million, plus. Today, his clients include a sizable group of America's shrewdest advertisers and agencies in tv.

There are 3 ways to buy his consultant services:

1. *The McMahan TV Com'ls Library*— A personal, analytical presentation of current and significant tv advertising: industry trends, success stories, fresh creative techniques.*
2. *Creative Consultancy*—Review and analysis of your current tv advertising; script formats; research guidance; production counsel.
3. *Management Consultancy* — Reorganization of agency tv departments; simplified procedures; job profiles; recruitment.

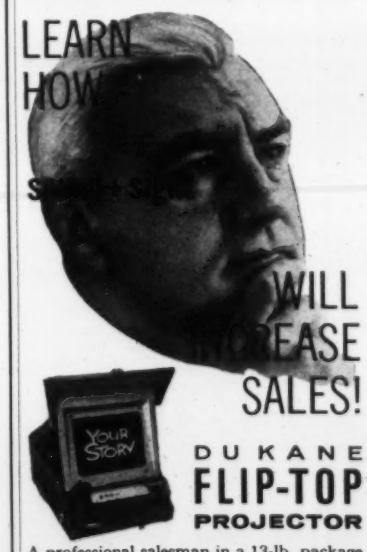
Suppose you start with the new #4 and #4-A reels of the TV Com'ls Library. This costs $350 and could be the most valuable two hours you ever spent studying trends and marketing effectiveness in tv advertising. Bookings available after Nov. 20.

Harry Wayne McMahan

Little Cove Lane • Old Greenwich, Conn.

Telephone: NEptune 7-9268

*—A few 1961 clients: BBDO • B & B • Burnett • Campbell-Ewald • D'Arcy • DFS • Gardner • Gillette • General Mills • Intl Shoe • Johnson's Wax • KM&G • Maxon • McCann-Erickson • P & G • Quaker Oats • U S Borax • U S Steel • Westinghouse • General Mills of Canada • &c.

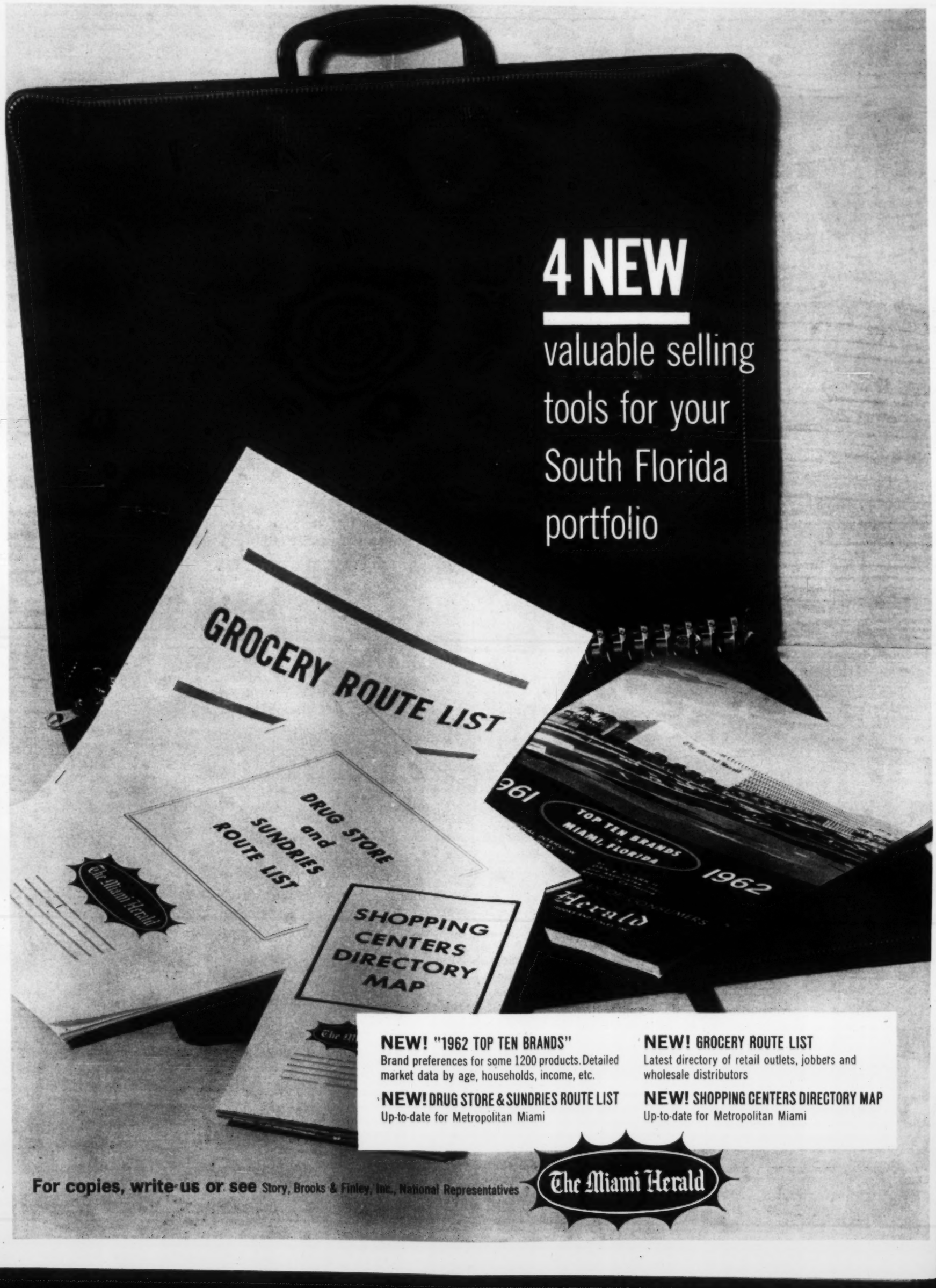


DU KANE FLIP-TOP PROJECTOR

A professional salesman in a 13-lb. package . . . makes every neophyte a "pro" and doubles the effectiveness of experienced salesmen. Just open it up and plug it in—the "FLIP-TOP" presents your sales message without slip-ups or omissions . . . complete with sight and sound. See and hear the "FLIP-TOP" demonstrated at your desk. Learn how sight and sound will increase your sales! Write to:

DuKane CORPORATION

2146 No. 11th Street ST. CHARLES, ILL.


4 NEW
valuable selling tools for your South Florida portfolio
GROCERY ROUTE LIST
DRUG STORE and SUNDRIES ROUTE LIST
SHOPPING CENTERS DIRECTORY MAP
The Miami Herald
961
TOP TEN BRANDS IN MIAMI, FLORIDA
1962
Herald
NEW! "1962 TOP TEN BRANDS"
Brand preferences for some 1200 products. Detailed market data by age, households, income, etc.
NEW! GROCERY ROUTE LIST
Latest directory of retail outlets, jobbers and wholesale distributors
NEW! DRUG STORE & SUNDRIES ROUTE LIST
Up-to-date for Metropolitan Miami
NEW! SHOPPING CENTERS DIRECTORY MAP
Up-to-date for Metropolitan Miami
For copies, write us or see Story, Brooks & Finley, Inc., National Representatives
The Miami Herald

Drug Advertisers Dream Up Ways to Skirt NAB Code Ban on 'White Coat'

By Maurine Christopher

NEW YORK, Nov. 7—Since the white coat curb went into effect for tv commercials in mid-1958, telecasters have discovered that ingenious copywriters and producers can think of lots of other ways to surround their products with an aura of professional medical endorsement.

When the National Assn. of Broadcasters amended its television code to ban the so-called "men in white" commercials—except for those involving "accredited physicians, dentists or nurses," tv's hard-working censors looked forward to fast, fast, fast relief from one of their biggest chronic headaches: Keeping tv-advertised claims for self administered medicines within the bounds of reason.

The television continuity men were in for a great disappointment. The white coat revision did bring some improvement, but there is still much concern in the industry over the video approach of many advertisers in the drug and proprietary medicine category, one of video's biggest.

■ The worries stem from three major factors: (1) The realization that excesses must be avoided to protect the consumer, because of the potential danger inherent in the excessive or improper use of self administered drugs; (2) the fact that much of tv's pan mail comes from viewers who find much of television's drug selling overly clinical; and (3) the belated discovery that a real or make-believe doctor's presence isn't a prerequisite to putting across the idea of his endorsement.

Resourceful copywriters have dreamed up a wide range of medical settings for drug commercials. Among the props being used regularly to lend medical authenticity to claims for this or that pain reliever: Medical buildings, hospitals and clinics, the hand of a doctor (presumably); dental trays, chairs, mirrors; medical reports and stacks of other documentation—sometimes merely piles of newspapers and magazines.

■ People in the drug commercials—or those for toiletries, soaps and other products using the same technique—probably look like accredited medical men and women to the casual viewers. But they may be anything from an off-camera doctor (by inference since he's unseen) to dental receptionists, laboratory technicians, student nurses, doctors' receptionists, or druggists.

Anyone who watches television is familiar with the means used to push the claims that are frequently based on large numbers of anonymous (to the viewer) experts. For Phillips Milk of Magnesia, the announcer points to a map of the continental U.S. and leaves the impression that most of the doctors out there recommend his product as he states:

"For the right answer about medicine, you go to a doctor, the man who knows most about it. And that's just what the makers of Phillips Milk of Magnesia did. They went not to just one or two doctors, but to thousands of doctors from coast to coast, and asked, do you ever recommend Milk of Magnesia? And doctors all over the country, in an overwhelming majority, answered yes."

■ Polident assures viewers that "dentists recommend Polident nine to one over toothpaste." On "I've Got a Secret," Garry Moore tells his loyal fans, "Doctors recommend Bufferin by name more often than any other leading brand of pain reliever." Ben Gay approaches arthritis and rheumatism sufferers with this claim: "Tests made on over 200 patients at a leading medical clinic proved Ben Gay and physical therapy brought relief from pain and stiffness to eight out of ten."

Anacin reiterates: "Three out of four doctors recommend the ingredients in Anacin." Ex-Lax claims: "Now Ex-Lax has been used with complete confidence by many doctors and millions of people over the years." For Green Mint mouth wash, a key claim is: "Used professionally by over 10,000 dentists." And Carter's Little Pills are a bit provincial with the "clinical report prepared by five New York doctors," who proved that Carter's, a laxative, can be taken to "break the laxative habit." These are merely typical samples; any viewer with a good memory could add to the list.

■ Not satisfied with the results of the "men in white" ban, with plenty of doctors available for commercial assignment if sought after, the NAB code office reportedly again has the code provisions relating to medicines under careful study. The office is said to be concerned about the research made on a limited scale but used in advertising in broad, general terms as indicated by the random commercial quotes cited in the above paragraph. Code enforcement officials also are looking into the "borderline men in white" areas to see whether these provisions need tightening. The code now merely specifies that "dramatized advertising involving statements or purported statements by physicians, dentists or nurses must be presented by accredited members of such professions." It says nothing at all about the use of props or dialog to imply that a doctor was there, or the substitution of lesser medical personages such as student nurses and technicians for the bona fide medical man.

■ Coincidentally, the Federal Trade Commission has started an investigation of its own to determine the validity of tv product claims based on endorsements by large numbers of unidentified experts. This study is aimed at drugs, toiletries and other preparations.

Consensus of the NAB code discussions to date is that some reforms are needed to strengthen the now ineffectual medical provisions of the code. Some network censors are especially concerned about the specifics of handling research claims.

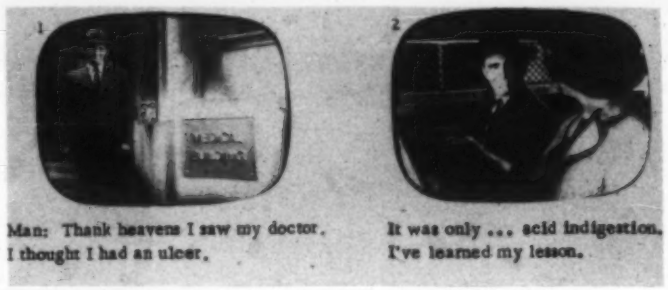
Here the tv good taste arbiters hope for an assist from the medical profession. Doctors now are frequently among television's most outspoken critics. Yet, as one network censor put it, they "allow themselves to be used in research projects for over-the-counter drugs and then don't follow through to see how their research is being used in advertising."

How much better, it was suggested, if these doctors, who know more than anybody else about the general applicability of their research findings, would make it their business to see that their work was not misused in advertising. #

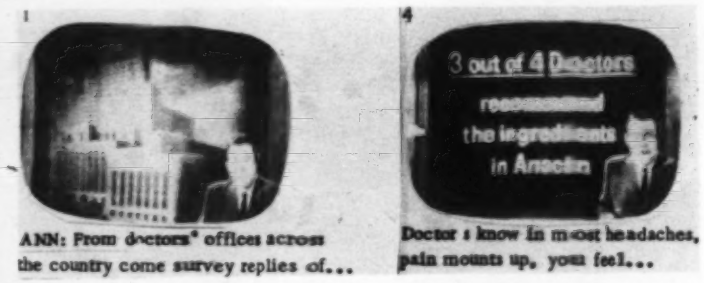
1
ANNOUNCER: If you take laxatives regularly, here's how you can stop.
3
and be regular again. 83% of the cases tested did it.
4
BREAK THE LAXATIVE HABIT
Here's how. You stop taking whatever you now take.

CARTER'S LITTLE PILLS—*Clinical reports, "prepared by five New York doctors," are used to sway sluggish viewers toward this form of laxative relief.*

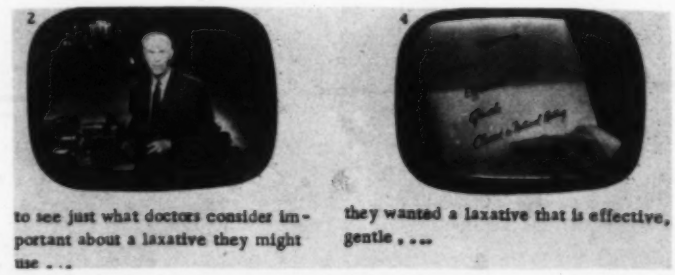
Stills from commercials, courtesy of U.S. Tele-Service Corp.



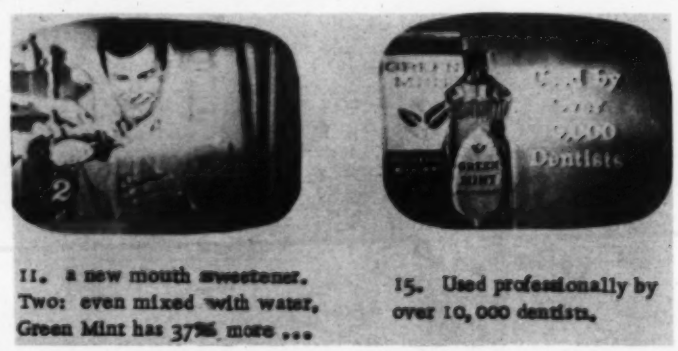
BISODOL—*This familiar "Thank heavens I saw my doctor" sales vignette carries the weight of endorsement from an unseen physician as the stomach pain sufferer leaves a medical building and reassures his wife that he had acid indigestion and not an ulcer.*


1
ANN: From doctors' offices across the country come survey replies of...
4
3 out of 4 Doctors recommend the ingredients in Anacin
Doctor s know in most headaches, pain mounts up, you feel...

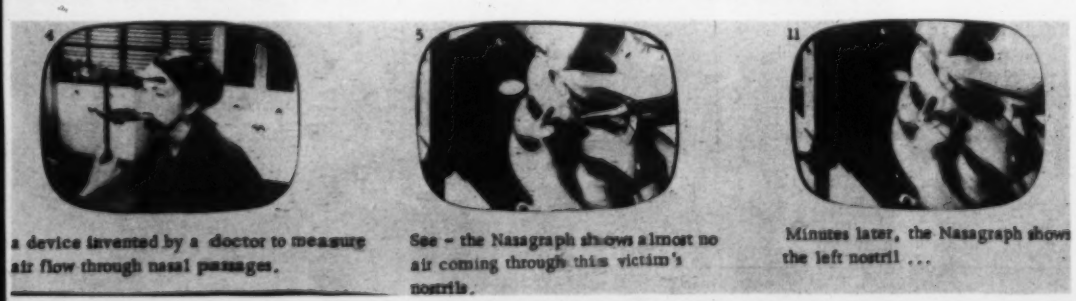
ANACIN—*A hospital background adds weight to the doctors' recommendation story as pushed by this headache remedy—the one with the ingredients "three out of four doctors recommend."*


2
to see just what doctors consider important about a laxative they might use ...
4
they wanted a laxative that is effective, gentle, ...

EX-LAX—*Behind a desk that looks not unlike a doctor's office, the announcer advises viewers that the "majority of the doctors we heard from said they wanted a laxative that is effective, gentle, close to natural acting."*



GREEN MINT—*What looks to be a dental technician (or is it a young dentist in a white coat?) mixes Green Mint mouth wash as the voice-over informs viewers that Green Mint is "used professionally by over 10,000 dentists."*


4
a device invented by a doctor to measure air flow through nasal passages.
5
See – the Nasagraph shows almost no air coming through this victim's nostrils.
11
Minutes later, the Nasagraph shows the left nostril ...

DRISTAN—*Every tv viewer is familiar with this advertiser's "scientific proof of relief—the nasagraph, a device invented by a doctor to measure air flow through nasal passages." Last picture uses the doctor's device to show how the blocked left nostril has been opened by Dristan.*

Hoe Sees '61 R.O.P. Color Use Up 11,000,000 Lines

NEW YORK, Nov. 7—The year 1961 will wind up with an increase of about 11,000,000 lines in newspaper r.o.p. color advertising.

That was the prediction of R. Hoe & Co., which today issued its monthly color report, based on compilations by Media Records. It included some 400 newspapers in 140 cities.

Hoe based its estimate on a 6.7% r.o.p. increase for the first nine months, when color jumped 8,546,523 lines to a 135,946,574 total. R.o.p. for September was up 3.2%.

Automotive color gunned its way to a 55.9% September increase, reaching 1,850,389 lines, but color car linage was still 18% off for the nine months. Automotive popped up in first position, among national classifications in September, with 935,125 lines, however, trailed by cigarets, gas and oil, liquors and dairy products.

New-car r.o.p. for Ford emerged in fourth place among national accounts, with 269,096 lines in September. Winston cigarets, Mobil Oil, Salem cigarets and Kellogg's All Bran Buds were first, second, third and fifth, respectively.

For the nine months, general r.o.p. was ahead 11.9%; it dipped 8.5% in September. #

Airline Names K&E

Canadian Pacific Airlines has appointed Kenyon & Eckhardt, New York, to handle U.S. advertising and the agency's Mexico City office for Latin American advertising. Kraft, Smith & Ehrig will continue to place advertising in the Seattle area. Honig-Cooper & Harrington was the previous agency in California and Grant Advertising in Mexico. Canadian Pacific Airlines has billed an estimated $600,000.

Technical Installs Univac

Technical Publishing Co., Barrington, Ill., has installed a new memory computing system—the Univac Solid State 90—which spins out 120 five-line circulation address labels a minute. The system is composed of 10 machines and is believed to be the first one of its kind installed by a business paper publisher. Technical Publishing publishes *Plant Engineering, Power Engineering* and *Atomics.*

IRON AGE METALWORKING INTERNATIONAL WILL BEGIN PUBLICATION JANUARY 1962

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IRON AGE METALWORKING INTERNATIONAL WILL BEGIN PUBLICATION JANUARY 1962

a chilton publication / 56th and chestnut streets / philadelphia 39, pa.

Dallas Adclub Elects Poston

Fred O. Poston, sales manager, Southwestern Paper Co., Dallas, has been elected president of the Advertising Club of Dallas. Also elected were Harry R. (Bob) Archer, special advertising representative of *Wall Street Journal*, vp, and R. J. Burke, president of R. J. Burke Advertising, secretary-treasurer.

ANY INDIANS IN FARGO?

Only 7 Indians left, but there's plenty of wampum . . . nearly $200 million Effective Buying Income in the Fargo-Moorhead Standard Metro Area, where you get 99% coverage with

THE FARGO FORUM

AMF Knocks Over Numerous Pins Via 'Santacular' Ads

NEW YORK, Nov. 7—American Machine & Foundry Co. will launch a $350,000 "Santacular" via *Life* and the *New York Times* this month that's designed to do several things besides selling AMF products:

- One thing this one-shot seasonal ad package is intended to do is to "make our corporate advertising tangible," said Victor Ancona, supervisor of advertising services.
- Another is to "weld newly-acquired brand names" into the AMF family, "like a wife picking up a husband's name."
- A third is "to marry a supplement with a national magazine, or marry the recall value of national ads with the service value of a supplement."

■ All of this is based on AMF's belief that "advertising is what other advertisers aren't doing."

AMF's marital language is closely connected with the type of business it's in. "Our products are varied enough to reach the entire family," Mr. Ancona said. "Our divisions produce everything from tricycles for the kids to golf clubs for the man who wants the best he can buy."

Practically the whole works will be covered in the "Santacular," scheduled to kick off in *Life* Nov. 17. Six consecutive b&w pages will feature Santa Claus in a playful mood. The first five pages tie in the AMF corporate symbol with each of the divisions whose products are mentioned: W. J. Voit Rubber Corp; AMF Pinspotters; Wheel Goods; Wen-Mac Corp.; and Ben Hogan Co.

The sixth page, a virtual grab-bag of gift items, carries a coupon inviting readers to write for a free gift holiday guide.

HOLIDAY GUIDE—*Santa Claus dips into the bag of 261 gifts which American Machine & Foundry Co. offers to holiday shoppers in this front cover of its holiday guide, part of its "Santacular" ad campaign. At right is the sixth page of the multiple ad in Life.*

■ The guide itself forms Part 2 of AMF's Christmas campaign. It will appear first as a 16-page Sunday supplement to the *New York Times* Nov. 26. Six pages are four-color ads. The supplement will repeat the *Life* ads, with opposite pages of editorial-style copy, each with a coupon for further information. Loaded with leads this way, AMF hopes the guide will help it document the whole advertising approach.

Under the company's decentralized advertising structure, AMF's corporate ad department creates the material "and literally takes orders from its divisions for merchandising matter," Mr. Ancona said.

"We could have taken a six-page fold-out, tear-out or whatever they're doing these days. Instead, we're running the 'Santacular' in *Life* and the separate companies are using individual ads in their own trade press referring to the *Life* ads."

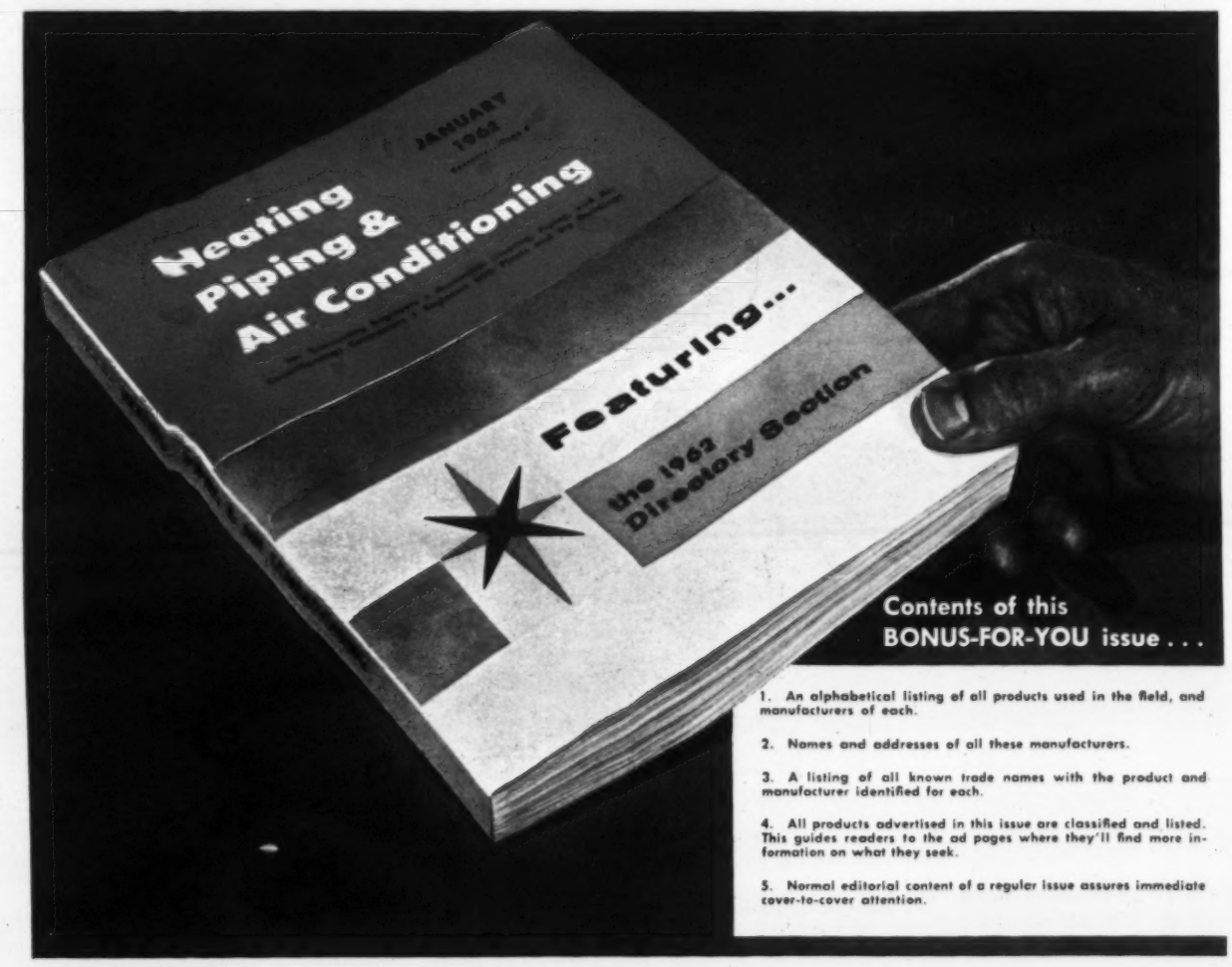
Mr. Ancona said the campaign is "an unusual combination of *Life* and the *Times*," and an indication of "how the corporation can serve its various components and tie them all together."

■ AMF's corporate ad budget is roughly $1,000,000, while the various divisions spend some $8,000,000.

In a separate campaign, the Pinspotter division has just introduced a new line of women's bowling fashions in cooperation with more than 800 W. T. Grant stores across the country. Launched with a color page in the October issue of *Mademoiselle*, the Grant collaboration is part of an over-all AMF bowling fashion program designed "to reach women at every income level."

The initial line features wash-and-wear separates. They include two misses' blouses, two skirts and a pair of Capri slacks. The blouses sell for $2.99, the skirts and slacks for $4.99.

Cunningham & Walsh is the agency for both campaigns. #


JANUARY 1962
Heating Piping & Air Conditioning
Featuring...
the 1962 Directory Section
Contents of this BONUS-FOR-YOU issue . . .
1. An alphabetical listing of all products used in the field, and manufacturers of each.
2. Names and addresses of all these manufacturers.
3. A listing of all known trade names with the product and manufacturer identified for each.
4. All products advertised in this issue are classified and listed. This guides readers to the ad pages where they'll find more information on what they seek.
5. Normal editorial content of a regular issue assures immediate cover-to-cover attention.

Be There....

When they're ready to specify or buy

The Directory Section is the acknowledged reference work in the Industrial-Big Building field since 1934

Nowhere will your advertising dollar go farther . . . accomplish more! This is an issue that is a right-at-hand reference for the engineers and contractors you must reach. (In a survey of these *all paid* subscribers, 96% report they keep it throughout the year, 75% refer specifically to its advertising pages.)

No wonder nearly 300 advertisers appear each year! Make sure you too will profit from this all-in-one January issue with a Directory Section and regular editorial content. Start off 1962 impressively by using extra space for extra emphasis on your entire line. Regular space rates apply, December 10 closing date. KEENEY PUBLISHING CO., 6 N. Michigan, Chicago 2.

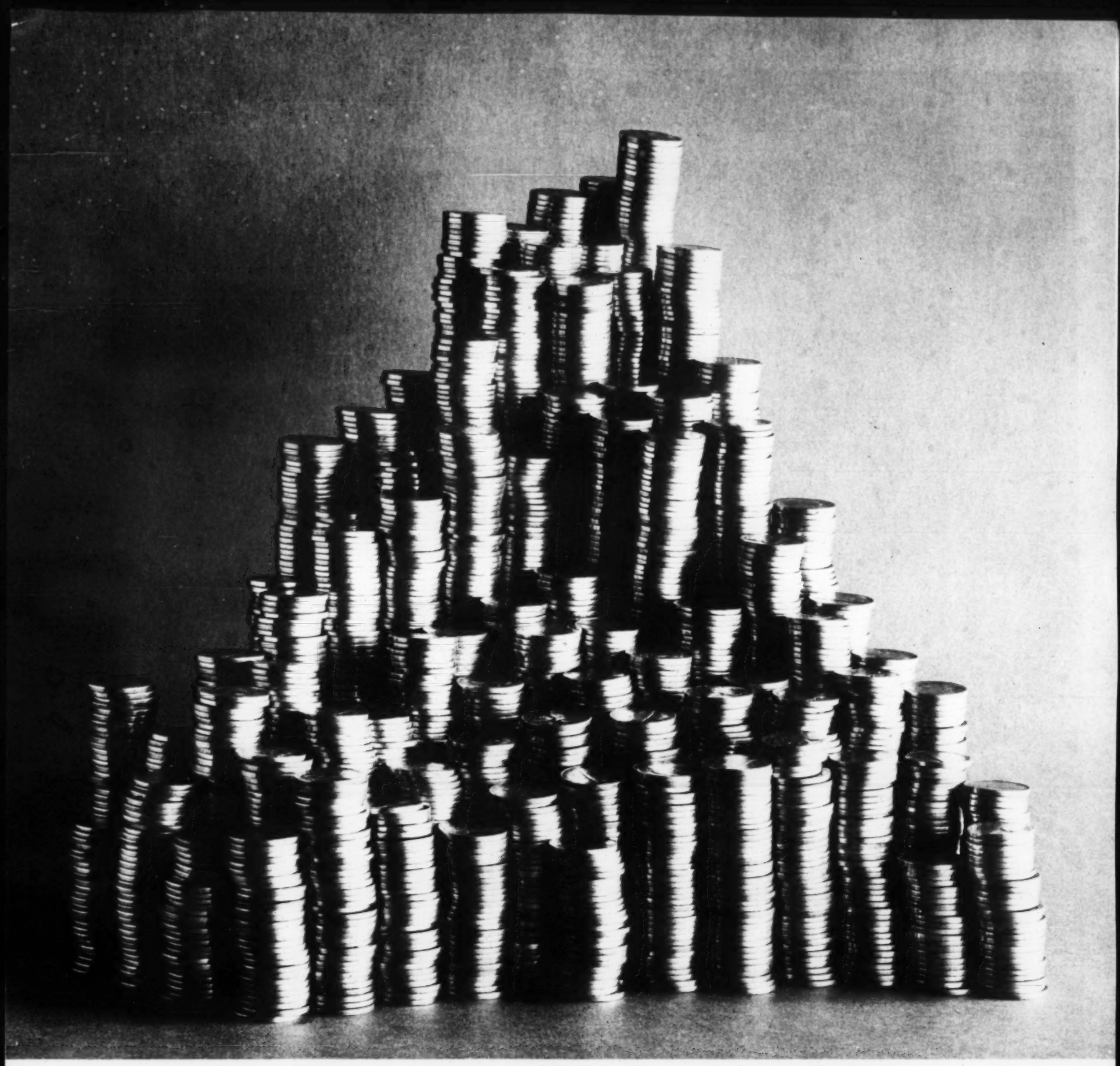
ABC ABP

'Miami News' Promotes Four

Robert C. George, who has been handling food advertising for the *Miami News*, has been named acting retail manager of the daily. In other promotions, Richard E. Day, former ad director of the *Tallahassee Florida Democrat*, has been appointed assistant retail advertising manager; Robert W. Uhlich, previously manager of general advertising for the *Advertiser-Journal*, Montgomery, Ala., has been named to the new position of shopping center and chain store ad manager; and Jack Parish, department store ad manager, has been elevated to sales development manager.

Guild, Bascom Boosts Hodges

Ernest J. Hodges, vp and supervisor of the Ralston Purina Co. account at Guild, Bascom & Bonfigli, San Francisco, has been elected senior vp. He has also been named account service supervisor on the newly acquired Foremost Dairies account in addition to his Ralston responsibilities.



19,251 more nickels every day*

NEW YORK
Herald Tribune
THE LATE CITY

EUROPE—10,000 MORE GIs: ASIA—NEW CRISIS MISSION

U.N. Censures S. Africa For Racial Stand

*That's the Herald Tribune daily circulation increase for the 6-month period ending September 30th. It's the largest gain for this period in 15 years. And the more nickels you get, the more advertising you get.

The weekday Herald Tribune advertising increased 169,624 lines the first 9 months of 1961. The largest weekday increase of any New York newspaper. (O.K. Charlie, you can start rolling up those nickels now.)

THE NEW YORK HERALD TRIBUNE

230 WEST 41ST STREET, NEW YORK 36, N.Y., PE 6-4000

"There are two kinds of readers: those who read to remember and those who read to forget."

WILLIAM LYON PHELPS

Family Circle's reason for being: homemaker service. You won't find "escape" reading in this magazine... just the magic of homemaking ideas that work. Over 6,000,000 women read Family Circle, not when they want to get away from it all, but when they're thinking about homemaking. That's when they're in the most receptive mood to remember and respond to your advertising.

Everywoman's Family Circle

FOR HOMEMAKERS ONLY!

Advertising Age

Feature Section

Butler Finds Shrewd Paper Merchants

Diamond Warns of Copyright Pitfalls

List Prices to Moth Balls: Weiss

Tyler Selects October's Best

Opinions expressed here are those of the writers, and not necessarily those of Advertising Age. Comments are always welcome.

THE NATIONAL NEWSPAPER OF MARKETING

Considering the Welfare of the Business . . .

Ken Laird Expects (and Deplores) Trend for Agencies to 'Go Public'; Decries 'Investor' Ownership

By Kenneth J. Laird
President, Tatham-Laird, Chicago

At the third annual advertising agency management seminar sponsored by Advertising Age, and conducted under the supervision of Norman Fields, C.P.A., there was one "general" speech. It was delivered by Kenneth Laird, president of Tatham-Laird, and it discussed the operation of advertising agencies from the viewpoint of management. The text is presented here, because it outlines a philosophy of advertising agency operation and conduct which is of unusual interest to all advertising people—whether connected with advertising agencies or not.

Kenneth Laird

In order to make up for any shortcomings in the words you are about to hear, I should like to do something rather unusual. I should like to present all of you with this handsome, engraved stock certificate as evidence that you are now the owner of 1,000 shares of Class A common stock in the firm of Mushroom & Weed, a fast growing advertising agency.

I have another reason for this gratuity. I want to homogenize this audience. Some of you are agency owners. Many are employes. I want to make all of you into major stockholders. I want all of you to listen to this talk with the ears of *ownership*. Not only that, I should like to persuade you—from now on for the rest of your lives—to view your jobs, your companies, and the whole world of advertising through *the eyes of ownership*.

Now that we are all thinking like owners, I want to share with you a prediction. A prediction which, if fulfilled, will bring some new headaches to our business.

I believe that in the next ten years, a number of the biggest advertising agencies will "go public," that is, issue and sell substantial blocks of their common stock to the investing public.

Why Agencies Will 'Go Public'

Here are some of the reasons why I believe this development is inevitable:

1. Selling to the public is a device whereby the principal owners of these agencies will be able to get two or three times as much for their stock as they can under present conditions. Let me cite an extreme comparison. The biggest advertising agency in Chicago—a very fine, solid, profitable company—prices its stock at book value. The stock of Dorsett Electronic Laboratories of Norman, Oklahoma, is selling at 14½ times book value. I suspect it would be hard to convince the head of that agency that there is any justification for the difference.

2. There are in our business, chiefly in the ranks of the very large agencies, a small but increasing number of executives whose motivation is not in making ads, or making markets—but very simply in making money.

3. The current uncritical (and often un-intelligent) worship of bigness in advertising agencies will accelerate the present trend toward mergers.

4. A broader market for agency stock at a higher valuation will give the publicly financed agencies an edge in the competition to buy up good smaller agencies.

■ Already there are rumors of possible public financing. One of the biggest agencies has been mentioned in these rumors and has made vigorous denial. One of the leading firms of investment bankers is even now pursuing some of the major agencies and is predicting that one or more will soon take the very appetizing bait.

The *Chicago Tribune* of Oct. 23, 1961, in its financial section, ran almost a full column on the subject, quoting a Chicago management consultant in these terms:

"As long as the currently receptive stock market climate continues, it will be only a matter of time before a strong progressive agency makes this advantageous move."

Reluctantly, I agree that it will happen.

Now—having put myself out on the limb of a firm prediction, I will crawl out a few feet farther and add this judgment and prophecy.

It Won't Work

This move, which I consider so inevitable, is an *unsound* one. When it happens, the agencies concerned will flourish for a short time. The worshippers of bigness will flock to these agencies. By the route of adding such clients and by making mergers, the size of the agencies will swell.

But like all unsound growth, this one will be short-lived. The agency business, basically, is a personal service business. There is no room in a personal service business for outside ownership. What counts in such a business is dedicated and talented people.

To the extent that any advertising agency diverts any part of the 15% to outside owners, it subtracts that income from the incentive program which can attract and hold talented people.

Inevitably, this dilution of incentives will weaken the agency and eventually, disaster will ensue.

Capital is no substitute for talent. Multiple or world-girdling offices are no substitute for the right people in the one office that is handling a specific account. Showy "museums," auditoriums, fancy tv studios or banks of computers are no substitute.

And if the agency uses public capital for elaborate research machinery to unearth new secrets on how to sell the consumer and this information is purchased at the cost of dimmer, dumber creative people in the agency, the gain will not be worth its cost.

Who Should Own Agencies?

If we can now agree that Wall Street and LaSalle Street should not own an advertising agency, who should?

The full-time employes, of course, but which employes?

There are two contrasting theories—with a hundred variations in between.

One holds that stock ownership within the employe family should be very wide—the more the merrier. The mail room boy, the faithful switchboard operator, the filing clerk who has grown gray in the service, as well as the lordly young account executive. Under this theory as many as 50% of the employes may own small packets of stock.

The opposed theory is to limit stock to key employes of proved ability. The rationale of this theory—which incidentally is held by our own agency—is that with a restricted number of stockholders, each can earn over the years a significant number of shares. Thus stock ownership becomes an important, rather than a trivial, factor in the loyalty and effort of your key people—on whom after all the destiny of the whole agency, including you the major owner, but also including the mail room boy and the switchboard operator, fundamentally depends.

■ As a major stockholder in Mushroom & Weed, you, of course, are vitally concerned in this question.

I don't care whether you hold with the Tatham-Laird theory or its opposite. What's important is that you have an opinion, clearly thought out and related directly to your philosophy of how to build a successful agency

Being an owner, thinking like an owner, you may agree that stock should be reserved for key people. But what's a key person? How many of them do you need in an agency of a given size?

Suppose you carry the key man theory to its ultimate and allocate the stock or most of it to the top *four people* in your agency out of 200 or 1,200 total employes? One result will be to make this quartet very happy.

But, to give you one man's opinion, another and almost inevitable result would be that over a period of years all your most talented people, except the four plutocrats, would gradually leave for greener pastures, the kind of green, that is, that goes around the edge of stock certificates.

What then is the point of balance between too many stockholders and too few?

You, as an owner, should have your own answer to that question. In our agency, about one employe in eight is a stockholder.

Think Like an Owner

Most of you in this audience, I understand, work in the financial departments of advertising agencies. Accounting, unlike say copy writing, is a precise craft. An accountant must be accurate and meticulous or he is nothing. But, if he is only an adding machine with legs, if behind the horn-rims and the wrinkled brow there burns no spark of imagination, then "accountant" is merely a polite name for a "nit-picker"!

That is why I urge you to think like an owner. Every principal of an agency needs men who, retaining a devotion to accuracy, can also use accounting figures creatively, use them as tools to accomplish the purposes of management.

As he steers the agency down today's competitive highway, you can help him by supplying information on when, where and how to put on the brakes. But it is even more vital for you to help him put more pressure at the right times, on the accelerator.

All you need, basically, is an attitude. Put yourself, figuratively, behind the desk of your agency's principal owners. See things through the eyes of ownership. Make sure you understand the philosophy of the agency. The strategy by which it plans to grow. Then sit up nights thinking up ways to apply your specialized skill and knowledge to *advancing that philos-*

ophy.

What's the most important asset in your agency? Is it typewriters and calculating machines? Handsome, well-furnished offices? Cash in the bank? Obviously it is none of these. It is people. And the most vital of these, as we've noted earlier, are your *key people*. First, getting them, and then keeping them.

■ What can you in the accounting department contribute here? It's a competitive world. Unless your company is attractive to talent, you won't get 'em—or you won't keep 'em.

We've talked about stock ownership for key people, and I'm going to presume that you have bought the idea. What to do now? How will the shares be transmitted to the strong account supervisor, the talented copywriter? If they are to be sold, how can you avoid most of the shares gravitating not to the most able members of your staff, but the richest?

My observation is that all too often your best copywriter is quite unskilled in the handling of money. And he probably didn't have a rich father, either.

Yet, he is undoubtedly one of your key people. How can you get the desired amount of stock into his hands when obviously he can't afford to make the purchase? The financial man, wearing his ownership thinking cap, is the best man in your agency to devise a plan whereby the stockholder and the corporation can make this transfer at the lowest possible cost to each.

You know money and taxes and the ambitions of the agency. Work up a plan and present it to your chief.

■ If stock is vital in binding the loyalties of key people, it is not the only device. The whole subject of employe benefits is full of opportunities for your creative thinking. Let's take group insurance. We're an Illinois corporation. As I understand the situation, $40,000 life insurance is the maximum group insurance permitted in this state. We also have other state regulations that limit the insurance above $20,000 to one and one-half times the employe's salary. Because we wanted to have a liberal policy for the greatest number of people we were limited by the insurance underwriters to a maximum of $30,000. So far no great problem.

But we have a thriving New York office. And we found a year or so ago that, in competing for top manpower in that market, we had to buck agencies whose top coverage was not $30,000 but $50,000.

Our financial man, Fred Winter, went to work on the problem. Result: we now have $50,000 policies on all our top people. Don't ask me how, ask Fred.

Profit Sharing or Pension?

Profit sharing, with its tax advantages, is valuable. Should your agency have these deferred benefits in the form of a profit sharing or a pension trust?

This is a complex question. But in your agency you, with your specialized knowledge of corporate finance, tax legislation and the structure and philosophy of your company, are the best man to come up with an answer.

I understand that cogent arguments were advanced today indicating that management objectives can be more efficiently approached with a Pension Plan. Right now, I don't go along with this thinking. I think a profit sharing trust is much better for us. But, in view of the needs of your agency, you may disagree. In any case, you should be studying the question with the shrewd eyes of ownership and come up with a firm opinion to press on your management. Don't wait for them to ask. They are copywriters, marketing men; not financial men. Think ahead of them in these areas. They want and need leadership.

If you have a profit sharing trust, does it invest any of its funds in the stock of the agency? Wouldn't it be a good idea? If you've investigated this possibility, you may have been told: "Impossible! Internal Revenue won't approve!"

That's what we were told initially. Then our financial experts went to work and now we know how to do this simply, legally, and to the great benefit of both the agency and the profit sharing trust participants.

Watch Those Over-Profitable Accounts

Up to now we have talked surprisingly little about how to make a profit.

I assume you are already playing a stellar role here. I assume you operate an adequate cost accounting system and alert your bosses continually on accounts that are losing money. But this again is only half the story.

Do you also alert your bosses on the account on which you're making too much money? That may be a far more important problem. If you do nothing about the former account, you may drop $10,000 this year. If you neglect the latter, you may drop the whole $150,000 or whatever gross income it has been contributing.

How about getting to the bottom of this question of profits?

What has happened to your art department payroll, per $1,000 of billing during the past 5 years? Your payroll expense for copy, contact, research, media? What has been the effect of the automatic annual raise, continued until certain departments are costing an unreasonable amount of money for the functions they perform? What can be done about the problem?

You're the guy, mister. You should be answering these questions before they can be asked.

■ Cost accounting systems are history. So are P & L statements and balance sheets. And smart people can learn from history. But far more important, as far as engineering a profit is concerned, are good estimates of future billing.

How accurate is your system of estimating? How do you build an estimate? How far ahead do you project? How often do you revise?

Our system works pretty well for us. Starting seven months in advance of the beginning of each fiscal year, we put down an estimate of our expected income by clients—in total for the coming year—and an estimate of our total expenses by functions. We revise this estimate once a month thereafter, right through to the final month. It's a good system, but maybe you have a better one, or at least better for you. Estimating looks ahead, in our case, anywhere between one month and a year and a half.

What about day to day expenses? Sure, it is important to watch nickels and dimes but real dough can be saved in the overhead area if you give it some thought. Rental rates on Grade A buildings in downtown Chicago range from $5 to $7 per foot. Our financial guy located a Grade B building, and air conditioned and modernized three floors and we are paying $3 per foot—the saving of $2 per foot on the 45,000 feet of space we use is $90,000 per year. This would fill a very large piggy bank, and it was accomplished by our financial man working closely with agency management.

What about the future of your agency? What will happen when the founders or the present management retire or die? Are there men (or a man) ready to step in? Will the mechanics of stock ownership permit the transfer of power on a sound basis? Or will the agency blow itself apart as a result of conflicting forces struggling for power? What about the large blocks of stock in the hands of present owners? Will there be a market for them in the emergency situation? Or should there be a plan in operation now? If there isn't, maybe you can suggest one.

How to Be Known as a Smart Business Man

At the start of this talk I asked you all to don the spectacles of ownership; to sit for a while in the swivel-chair of an agency principal. Now I want to separate you again and talk to you in your own true roles.

First, a word to the agency owners who are present. Whether you buy false teeth, or financial executives, you only get what you pay for. A good man is not over-head—he will pay for himself not only in the money he saves, but more important in extra earnings, better use of manpower, higher morale in your shop. He may even earn you the reputation of being a smart business man!

And now as a final summary to you financial specialists, let me remind you that those funny looking guys behind their typewriters and their drawing boards have no monopoly on creativity.

When it comes to ideas that can contribute hugely to building a dynamic and successful agency, you yourself, armed with figures, understanding and imagination, need play no second violin to anyone! #

The Creative Man's Corner . . .

How to Close the Door on Consumers

If your refrigerator is overworked, overcrowded, overaged . . .
TRADE AND SAVE AT GENERAL ELECTRIC'S TRADE-IN-FAIR
GENERAL ELECTRIC

It is possible, we admit, that the sole purpose of this ad is to induce retailers to tie in with GE's Trade-In-Fair promotion. It is possible it is published at a rather handsome figure to persuade retailers to set up five GE refrigerators under a striped tent. If so, all well and good.

A long-time admirer of GE advertising, we nevertheless feel that this ad misses the boat if it is at all intended to stir the general public into going to their nearest GE dealer and trade in their aging ice box on a new GE model. Nowhere is any hint of price given, nowhere any idea of just what kind of trade-in one might expect.

Reading this ad, one is led to wonder just how Macy's ad department, or Gimbel's, or Marshall Field's, would have treated it. Certainly not so generally as this ad has been written. Certainly not with a headline in the lower left-hand corner—and certainly not without some idea of the kind of trade-in offered.

If this ad was written by anyone with retail experience, that experience must have been acquired a long, long time ago—or been quashed, maybe, by some copy chief with no retail experience whatsoever. Even if our original suppositions are true, this ad could more than have paid for itself with a little factual, retail treatment. #

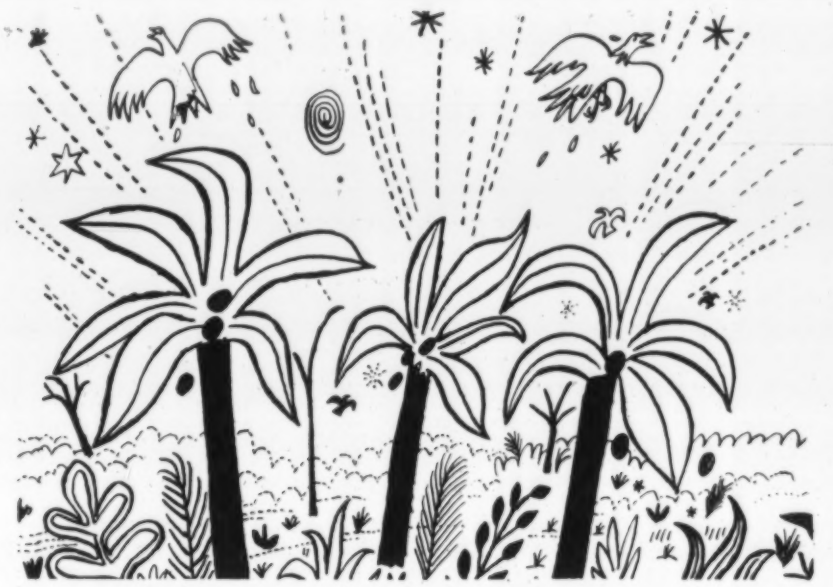
Employe Communications . . .

Let the Reader Pick the Media?

By Robert Newcomb and Marg Sammons

The readers of "Dravo Review," which is a dignified external quarterly magazine published by Dravo Corp. in Pittsburgh, were invited into the advertising business this month. First of all, the reader's eye was attracted to a handsome ad, a four-color spread headed, "How Dravo Serves the Steel Industry." The ad marked the company's contributions in materials handling equipment, ore processing, plant utilities and space heating and carried a rather ingenious coupon at one end which might lure but couldn't offend.

■ Something else, however, caught the reader's eye: This was a business reply card bound into the magazine; this one was headed "a request for a favor" and it explained that "on the next two pages is the first of a new series of Dravo advertisements. Each of these ads will



Once upon a time, in the jungle, there was a great brouhaha. The ladies of the animal kingdom were arguing about their social position.

The status symbol many of them had chosen was the number of offspring each had in her litter.

"I have six beautiful cubs in every litter!" said Mrs. Vixen.
"But I have twenty!" said Mrs. O'Possum.

They could not agree who was the most important. So they decided to consult the lion, the king of beasts, to decide the matter.

"Ladies," said the lion, "perhaps I am the wrong one to ask. Mrs. Lion has only one cub at a time. But," he added, "it's a lion."

Moral: Quality tops quantity. It's true in advertising to women, too. Ask us for proof that Good Housekeeping delivers more women (better customers, too) for your advertising dollar than the biggest monthlies, weeklies and bi-weeklies.

Good Housekeeping

magazine and Institute / a Hearst magazine

present several ways in which we serve specific industries."

The card copy continued: "One of the difficulties of advertising planning is that of media selection. Should a given series of ads be placed in publication A . . . B . . . or C? To help us in our planning, we would like very much to know something about the business publications you read. Would you please take a moment to fill out and mail the enclosed card?"

■ The other side of the card merely asked readers to check which of four publications they read *most (Business Week, Fortune, Journal of Commerce, Wall Street Journal)*; to identify another if it didn't appear in this list, and to make any comment they might like to make.

This technique takes a leaf right out of sound communications at the employe level, the sort of thing progressive managements have been encouraging for years: *Get the audience into the act.* Whether anything worth while emerges from a study of this kind (and we have a hunch that something will), the magazine editors have established a rapport with the readership they didn't have before to the same degree. Certainly the Dravo external reader, whether he fills out the card or not, will be more aware of Dravo advertising in the future; if he takes the time to fill it out, he will be interested in seeing whether his preferences have been noted in the selection of future media.

Certain skeptics among your advertising fraternity will probably observe that this approach (a) acknowledges a lack of savvy on the part of both company and agency and (b) won't add up to anything anyway, because no clear conclusions can possibly be drawn from it.

But the employe communicator, seasoned by plant experience, senses the benefits at once. He knows for example that, if he needs to produce a booklet on employe benefits or a discussion of standard hours, he will do well to check the copy with a cross-section of his readership before it goes into type. He knows that, if his company engages outside surveyors for an opinion poll, the more the interviewee is persuaded of the value of his viewpoint, the more constructive the final results will be. Not flattering necessarily; only constructive.

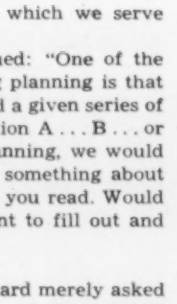
"One of the difficulties of advertising planning"—to re-quote Dravo—"is that of media selection." All Dravo wants to know is where the readers are, and it uses the simple, direct device of asking the readers. #

Tyler Picks Ten for October . . .

New Breed of Creative Man Emerging From Need to Make Compelling Ads

By William D. Tyler

The creation of good advertising has never been so difficult. We are in a period where it is harder than it's ever been to get and hold attention. And, as if that weren't enough of a problem, a more sophisticated public has become increasingly wary of unsupported, unproved claims.



William D. Tyler

So the job of turning out advertising that is both compelling and convincing is today a mansized one. This is good, because out of it is evolving, by natural selection, a new breed of creative men and women. People who have had to add to their creative armory of talent and imagination, greater thoughtfulness and sense of responsibility.

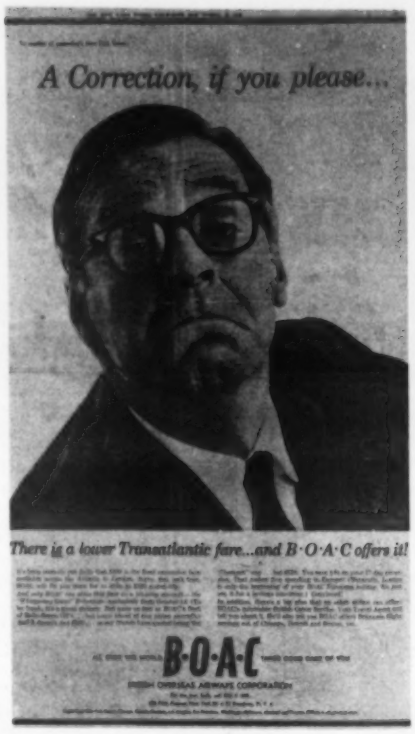
That's because today's creative obstacle course requires both daring originality and sound judgment, not necessarily compatible virtues. The trend is toward selection of a single selling idea rather than firing a battery of claims. And with all that money riding on any one selling idea, it had just better be the right one.

El Cid

Probably the most unexpected ad of the month was a four-page simulated magazine article, entitled, "El Cid." It purported to be a review of the movie of the same name in the *Time* magazine manner, which included the retelling of the half-forgotten story of the legendary exploits of the famous Spanish champion. Byline by Harold Lamb, historical biographer. Copy was written with an objectivity that lent authority and importance to the message. The art direction and typographic handling by Lloyd McKean of Donahue & Coe were superb. The net effect was an ad that seemed to violate every Hollywood tenet, and probably owes whatever success it achieves to that fact. Unsensational, long copy, no sex, no superlatives. Idea was William Schneider's.

British Overseas Airways

El Al Airways took a full page in the *New York Times* to tell everybody what many already believed: That fares to Europe were identical regardless of carrier. I don't know why they ran it, but it afforded BOAC a heaven-sent opportunity. The British rushed into print with equivalent space the very next day with an ad featuring what's probably the most highly indignant face that ever graced an advertisement. Heading: "To readers of yesterday's *Times* . . . A Correction, if you please." Subhead: "There *is* a lower Transatlantic fare . . . and BOAC offers it." Louis Buffington's copy stated that $350 was not the least expensive fare—BOAC charges only $320. This price applied to jet-prop, not jet transportation. At any rate, it was sort of fun—BOAC's quick-footed rebuttal plus what is to me, a hilarious picture. Fun, that is, for all but El Al. Art direction was John Currie's of Victor Bennett.



B.O.A.C.

Bentley S-2

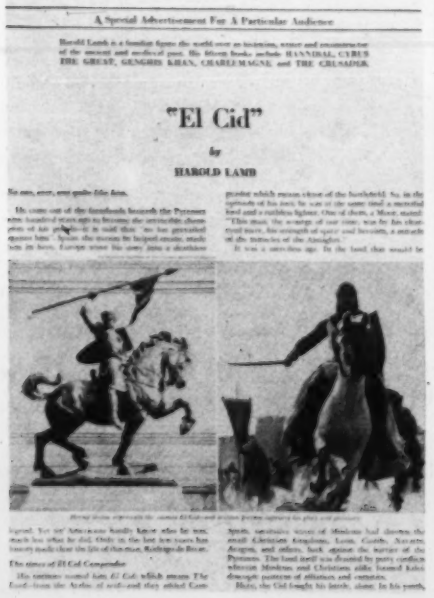
The new-model introductions out of Detroit last month were somewhat underwhelming. That's not to say there weren't some pretty good ones, but the net effect was not very exciting. One of the best car ads was not from Detroit: "Bentley—the only car in the world as good as a Rolls-Royce." Lou Redmond's copy lead: "That's because it is a Rolls-Royce—sans grille." Good copy. Example: "Close the windows and you are in a private world of polished walnut, good English leather, and utter silence." And, "the rake of the front seat is individually adjustable. The driver can sit erect for a commanding view of the road while his companion reclines." Every man a king. And finally: "$300 less than the Rolls, because its radiator costs less to make." Bill Binzen of Ogilvy, Benson & Mather was the art director.

Bentley—the only car in the world as good as a Rolls-Royce

Bentley

Scott Paper

It was a good month for copy. Sid Olson of JWT was back in again with a ringing 1,000-word essay on "Two Great Mysteries in Our Business—Trees and Women." Ran as a spread in the *Wall Street Journal* to mark the dedication of Scott's new research center. It told in ringing prose of the glowing aims of this new venture: ". . . the day-to-day following of hot new trails through all sorts of technical jungles, false trails, dead ends, traps—and finally making a breakthrough . . .". *McCall's* was so impressed with the copy that they simply lifted several paragraphs and made a full-page



'El Cid'

One of a series of comments on Metropolitan Oakland as a market by advertising agency executives.

"Metropolitan Oakland ranks high on any list of key marketing areas, a vast thriving market of important size, great growth, and future potential.

"In food and drug sales, and many other important classifications, Alameda County tops all of Northern California, a pretty mighty as well as mighty pretty market."

PAUL E. J. GERHOLD
National Director, Media and Research
FOOTE, CONE & BELDING
New York, N. Y.

YES, it is important to recognize Metropolitan Oakland's commanding size as a market. It is equally important to remember this fact:

ONLY THE

Oakland Tribune

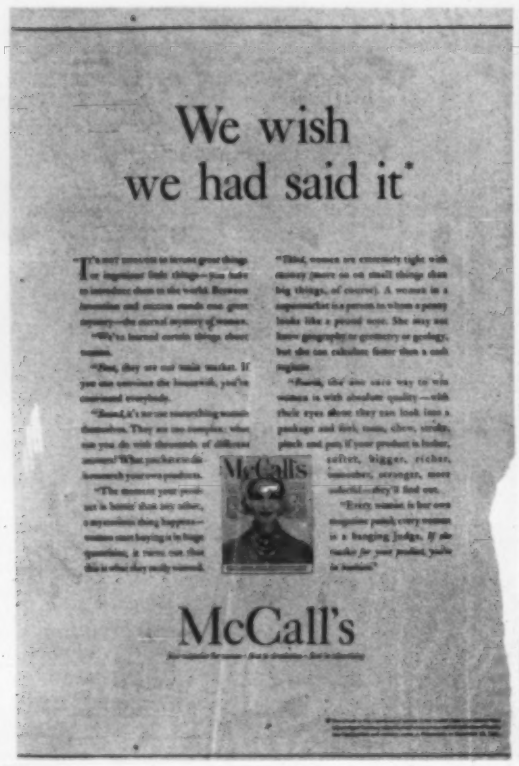
COVERS METROPOLITAN OAKLAND*

National Representatives:
CRESMER & WOODWARD, INC.

Member Metro Sunday Comics Network

GO BIG.. BE BIG
In the TRIBUNE...

GREATEST HOME DELIVERED CIRCULATION IN NORTHERN CALIFORNIA



McCall's

Scott Paper Co.

newspaper ad of it headed, "We wish we had said it." Its subject, the importance of women, included these pearls: "The one sure way to win women is with absolute quality—with their eyes alone they can look into a package and feel, taste, chew, stroke, pinch and pat . . . Every woman is her own magazine panel; every woman is a hanging judge. If she reaches for your product, you're in business." Art director for Scott was Bernie Owett.

William Carter Co.

The Carter people have hit upon a sure-fire advertising formula for their baby sleepers. It consists of candid color shots of tiny models in unaffected poses. As the ad here shows, this not only displays the merchandise effectively and charmingly, it evokes a feeling of quality. BBDO's Bob Ballantyne made this fine layout. Idea for the series was Olive Punklett's, and Anna Gold wrote the copy.

Revlon's Eterna 27

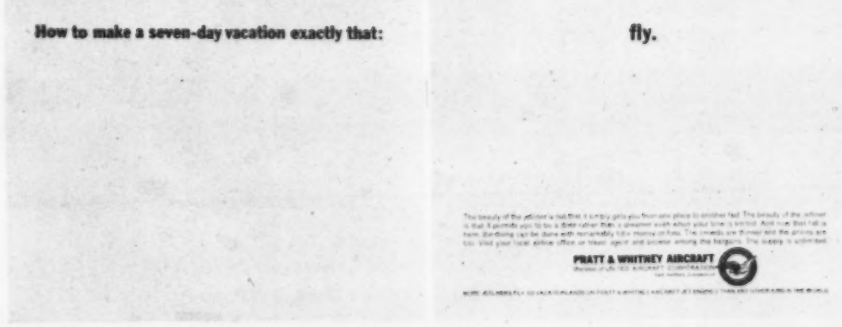
One of the hardest jobs in advertising is to announce a new cosmetic in such a way as to command attention, without recourse to the hokey sensationalism that so often characterizes "miracle" products in this field. In other words, to sound believable in an unbelievable category. Revlon succeeded in turning this trick last month. Headline: "Revlon ends the secrecy." Subhead: "For two years, scientists in Switzerland and America secretly tested a totally new kind of skin cream . . . to prove or disprove whether science . . . could cause visible improvements in aging skin. Today, the facts, documented by doctors, can be revealed." Layout, by David Davidian of Grey, is a gem. It radiates integrity, quality, and importance, through a combination of restraint, type handling, and classic simplicity. Estelle McBride wrote the fine copy, under Don Buckley's supervision.

Chemstrand's Acrilan

Top fashion ad seemed to be the magazine spread for Acrilan, which the client evidently thought so well of that it was adapted for poster use on station platforms—a fashion first for fashion advertising, far as I know. "Plush," is the verbose headline for the left-hand page, "Very," the wordy one for the other. The pictures, you must admit, are dramatic. Susan Brock's copy is good, but Richard Loew's layout tells the story. Doyle Dane Bernbach is the agency.

Pratt & Whitney

A novel way of delivering a delayed punch-line was employed by Jim Durfee of Campbell-Ewald's New York office in



Pratt & Whitney

Carter

Revlon

Chemstrand

Drive your message home with "Breakfast Club," "Flair," "Sports" and "Special Events" on young adult ABC Radio. Sell those young families on the move. They're the ones who make the wheels go round—make your sales go up. So whether you're selling motor oil or salad oil, remember, it's ABC Radio with the highest percentage of young adults in network radio.*

*Call your ABC Radio Sales Representative for the facts.

CONSUMER EXPENDITURES	Under Age 50
Automobiles	70%
Gasoline, Oil	67%

**Life Study of Consumer Expenditures.

YOUNG ADULTS:
BUY MORE GASOLINE
BUY MORE OIL
BUY MORE EVERYTHING AUTOMOTIVE**

ABC RADIO
FIRST WITH YOUNG ADULTS

a back-to-back two-pager for the leading jet engine maker. Ad was designed to build goodwill among its customers. The right-hand page had nothing on it but "How to make a 7-day vacation exactly that:". Turn the page for the answer, and one word stares you in the face: "Fly." Copy reminds you that jetliners get you there in a flash. Ad distinguished more for execution than message. Compelling layout by Amil Gargano.

Du Pont Paintbrushes

Hard to imagine a stronger admonition to buy Du Pont brushes than this forthright headline by Gabriel Massimi of BBDO: "Don't spoil your next paint job before you begin." Ed Barkley's layout provides the antidote: A big Du Pont paintbrush. Positions Du Pont as quality brushes. Those of us who have spent considerable time picking loose brush hairs off freshly-painted surfaces will have no trouble getting the idea. A simple ad and a strong one.

Sealy Posturepedic

As you leafed through the October *Better Homes & Gardens*, you came upon an outside right-hand column which read, in big black type: "This is the back of a coupon worth $5." A greedy flip of the page disclosed a Sealy mattress ad containing the offer: A wedge-shaped pillow for $2.95 (value $7.95). First really new idea in a long time for drawing attention to a coupon. It was Hugh Wells and Edwin Chapman's of Earle Ludgin, and I imagine we haven't seen the last of it. #

Sealy

Du Pont

On the Merchandising Front . . .

The Decline of the List Price

By E. B. Weiss

I, myself, find it difficult to believe that I was literally crucified some 12 years ago when I remarked that, in some merchandise classifications, retailers were being given markups to which they were no longer entitled.

E. B. Weiss

I pointed out, in that dark age of a bit over a decade ago, that in many instances a 40% margin had been established to cover retail costs on what had been originally *specialty* items, requiring *specialty selling*, and which originally did indeed *get* specialty selling. I referred, for example, to the early days of small appliances when these were truly specialty items and got specialty selling. But I pointed out that the very term "*traffic*" appliances clearly marked out the fact that these items no longer needed, and no longer got, specialty selling. Simple exposure to traffic moved them in splendid volume. Therefore, I contended, they did not justify a 40% margin.

In the years immediately following my first attack on historic trade margins, I repeatedly pointed out that mass retailers were doing less and less specialty selling, that their salespeople were less and less *capable* of doing anything remotely resembling creative selling, that more and more pre-sold items really required little more than exposure to traffic. Yet, I said, the retailer was demanding *more and more* by way of margins plus allowances (especially allowances!) for *doing less and less!*

■ That hardly endeared me to retailers! But it so happened that I wasn't the only one who saw the incongruity of high margins and low retail selling. A new breed of retailers saw not merely incongruity but *opportunity* in this situation. What has since happened is now almost ancient history!

I note that, as an aftermath of this marketing revolution, the list price is tending to be put away in moth balls. This is certainly true with respect to major appliances. General Electric and Hotpoint eliminated list prices on major appliances in 1956. Westinghouse followed suit about that same time. In the past year, Admiral and Norge have stopped the practice.

Quite recently, Whirlpool decided to eliminate the suggested list price. Whirlpool's explanation was that the gap between the list price and the "going price" was so big as to make the suggested price meaningless.

Why it should have taken Whirlpool all these years to make that remarkable discovery is something of a mystery to me. The blunt fact is that millions of *shoppers* decided a few years ago that, in major appliances (and in tv, stereo, small appliances, etc.) list prices were for the birds. Many of these shoppers awakened to this truism themselves. Others were educated by retail sales people—especially the sales people in discount outlets. Millions upon millions of times shoppers have been told by store people (including both store executives and store owners) that "list prices don't mean a blessed thing."

And they frequently don't!

What is more, as low-margin retailing spreads, the list price loses its significance in a growing number of merchandise classifications. Other manufacturers will wake up to this in time. (Incidentally, it had been presumed that, if there was no list price, there would be no target for the low-margin outlet to shoot at. This, of course, proved to be just wishful thinking.)

■ What is really happening is that the shopping public is, in its own way, demanding that if it is to take over more and more of the retailer's functions—it should be *rewarded* with a *part* of the retailer's traditional margin! The shopping public is also demanding that, if a brand is *really* pre-sold and is bought with a simple flick of the wrist—why should a retailer get 40%, more or less, precisely as was true in the era when few brands were pre-sold?

I have been harping for the last two years on the now obvious fact that our better shoppers, those who control the giant's share of the discretionary dollar, are becoming remarkably sophisticated. (This is one reason the discount outlets have found that their customers come from just about all income levels.) Sophisticated shoppers *simply cannot get it into their* heads that an automatic shelf operation on a pre-sold brand justifies a 40% margin—especially when the shopper must drive miles to the store, park under difficulties, walk a considerable distance to the store, walk miles of aisles, wait and wait at the checkout, drag purchases out to the car, and then drag them out of the car and into the home.

■ A mounting army of shoppers has concluded that the list price is often either unwarranted or just a plain phony. (The jacked-up list isn't so successful any more because so many shoppers are no longer fooled by it.) And where the shopper may give little thought to this situation, the newer low-margin outlets pound and pound and pound this message home. Moreover, the shopper now finds that even her traditional retailers—department stores, variety chains, drug chains, etc.—are telling her *precisely the same thing* in *their* discount outlets!

I am not suggesting that this implies the disappearance of the list price. But I believe it does suggest that the list price has been on a decline; that this decline will accelerate; that more merchandise classifications will become involved.

I am reminded in this connection of an observance made by an astute merchant who remarked: "The shopper no longer merely shops—she negotiates!" There is enough truth in that observation to give the marketing man pause.

■ Millions upon millions of shoppers now know that we no longer have a one price system—that in thousands upon thousands of even *traditional specialty shops* one can "bargain." It is amazing how often the customer will now instruct the floor attendant in department stores to bring out the "buyer" so that the customer may "negotiate." What is more, it is amazing how often the buyer will negotiate with the customer—and in some hoity-toity stores, too.

Indeed, it is possible to do more "negotiating" on price in innumerable old-line stores than it is in many discount houses! Ironic but true.

What all this emphasizes is that the list price is now a device of dubious merit in a mounting number of instances—not in *all* instances, but in a mounting number. In these instances it is becoming meaningless; it is also becoming an irritant.

Maybe it's time to recheck your list price policy.

■ P.S. Since writing this column, I learned that Bissell Inc. is contemplating dropping its list price on its carpet sweepers, etc. I learned also that the Federal Trade Commission is scheduling hearings on the subject of list price which may decide what constitutes the unfair use of the manufacturers' list prices as comparisons.

The Federal Trade Commission will be checking particularly the use of fictitious list prices—of which there have been many. I might add that the fictitious list prices have not helped to endear the entire list price concept to the public. #

Tips for the Production Man . . .

Creative Paper Merchants Benefit Entire Graphic Arts Industry

By Kenneth B. Butler

Rather belatedly, I see that I am going to need a new file cabinet . . . one which can be located within easy reach of my desk.

Into this file (and I certainly don't mean a round one) will go the folders and brochures which have been coming my way with astonishing frequency from the various paper merchants.

For the paper merchants have become the shrewdest salesmen in the graphic arts business. They are not content merely to toss out enticing samples of their product . . . oh, no, they go several steps further, showing how you can combine their papers with various inks, type, die cutting and showmanship calculated to make even the most reluctant prospect sit up and take notice.

This kind of selling not only benefits the paper merchant but also the ink and die maker, the typesetter, the printer, the layout man . . . in fact, all whose services are required to bring a publication or promotion piece to fruition.

Among the most scintillating paper promotions which have crossed my desk in recent months is a multi-page folder on behalf of Nekoosa Offset, by the Nekoosa-Edwards Paper Co., Port Edwards, Wis.

Each sheet in the folder is of a different stock, in a variety of tints, trimmed at different widths so that a single glance permits you to view the whole rainbow range. This, of course, is hardly new. The excitement lies in the fact that a single illustration carries all the way across the array, with each sheet embellished with

Chemical crisis in Latin America?

The stakes are high in Latin America... for the Free World, the United States and the Chemical Process Industries. Discontent, fanned to fever pitch by the Communists from Cuba to Chile, could erupt in riots, revolution and Red dominance ...and a major chemical market would go up in smoke.

"For the U. S. chemical industry," says CHEMICAL WEEK, *"this could be a deadly serious matter. Our chemical exports to Latin America totaled almost $400 million last year. And in the last three years, U. S. chemical producers invested some $178 million there.... By 1975, chemical consumption is forecast at $8.2 billion, with 89% from export."*

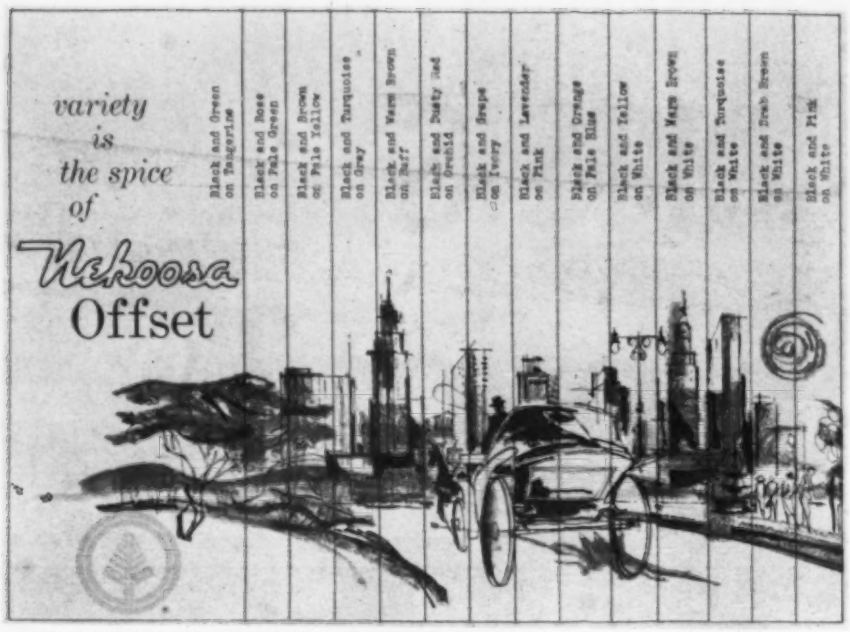
Thus, without pulling punches, begins a recent CW "Special Report" to CPI management men... the brand of realistic, rich-in-depth reporting they've long since come to count on from this unique newsweekly. And with it, literally local coverage on a global basis... wherever newsbreaks affect CPI policies, plants, products, people – and *profits!*

Few advertising executives have time to read the publications their customers and prospects read. And often they're not particularly inviting. Not so CHEMICAL WEEK! Pick up a copy and see. As a management man yourself, you'll sense its consequence, appreciate its alertness, relish its sheer readability. These assets, plus its completeness and absolute authority, have made it *"Industry Spokesman for CPI-Management."* What other salesman, personal or print, carries such credentials for taking your goods and services to the top of the market?

Industry Spokesman for CPI-Management

Chemical Week

A McGraw-Hill Businesspaper


variety
is
the spice
of
Nekoosa
Offset
Black and Green on Tangerine
Black and Rose on Pale Green
Black and Brown on Pale Yellow
Black and Turquoise on Grey
Black and Warm Brown on Buff
Black and Dusty Red on Orchid
Black and Grape on Ivory
Black and Lavender on Pink
Black and Orange on Pale Blue
Black and Yellow on White
Black and Warm Brown on White
Black and Turquoise on White
Black and Drab Brown on White
Black and Pink on White

VARIED INK, STOCK—*Fourteen pages of varying length appear here, in a brochure produced by Nekoosa, to visualize various colored paper stocks in combination with black and colored inks. The typed identification (by Mr. Butler) of the stock and ink combinations appears at upper right.*

printing in black and a different second color (as indicated in the accompanying illustration).

■ It's true that this particular folder has a number of other clever gimmicks . . . among them a quite dramatic lightning-flash illustration on the cover and a cute umbrella die-cut on a gatefold, but let's ignore these, if we can.

For the significant thing here is that Nekoosa has presented us with a method of handling various colored stocks and colored inks which can be sold to the client on sight . . . thus benefiting not only the paper manufacturer but a host of others whose talents and materials will be utilized en route.

We need more of this kind of material from our suppliers.

* * *

Those who are enamoured of the current fad for "beatnik" or interlocking lettering will no doubt be pleased to learn that it is now available in photoprocess lettering produced by The Headlers Inc., with plants in New York, Los Angeles, Pittsburgh, Chicago, Atlanta, Detroit, Toronto, Cincinnati, Cleveland and Indianapolis.

BEAT—*Some specimen lines of "Safari," a "beatnik" style photoprocess lettering, feature the currently popular interlocking or "lap-sitting" letter combinations.*

The lettering style is called "Safari"; some of the interesting semi-ligatures available are RI, ST, TO, RK, ET, ITT, LI, LE, LA and RO. #

What's Doing on the Legal Front . . .

Copyright Pitfalls

By Sidney A. Diamond
Member of the New York Bar

Arthur I. Moger, who describes himself as an individual actively engaged in the newspaper, radio, theater and television fields as a writer, an artist, a promoter and "idea man," has sued WHDH Inc. of Boston, Mass., for broadcasting a television program that he claims infringes upon his copyrights. The broadcasting company succeeded in having the case dismissed without ever getting to the issue of infringement, because it was able to establish that Moger was not entitled to any copyright protection. The basis for the decision is that Moger failed to comply with the proper copyright formalities. The requirements of the Copyright Act are extremely technical, but essentially they are very simple to carry out. There is an obvious lesson here for all those concerned with copyright protection of literary and artistic material.

Sidney A. Diamond

Moger's case starts with an idea for a puzzle game that he conceived in 1934. The game is entitled "About Faces." It consists of cartoons of famous persons with clues as to their identity.

■ A series of these cartoons appeared in the *Boston Evening American* during the period from Sept. 4, 1934 to Sept. 18, 1935. At the top, each cartoon carried the title "About Faces by Art Moger." Somewhere within the artwork there also appeared the name "Ned Jones." At the very bottom, the cartoons carried a notation consisting of the letter C enclosed in a circle, followed by the year date—1934 or 1935 as the case might be.

The U.S. District Court in Boston decided very quickly that this notation was not a satisfactory copyright notice and therefore gave Moger no protection whatever under the law. The pertinent section of the Copyright Act permits the use of the circle-C symbol on certain types of works, but it provides very clearly that this symbol must be "accompanied by the name of the copyright proprietor." As the court pointed out, "The clear purpose of the requirement is to afford to those who might otherwise innocently infringe, notice that a copyright is claimed and by whom. The fact that the plaintiff's [Moger's] name is prominently displayed under the title does not, by any means, rule out the possibility that Ned Jones or X is the copyright proprietor."

■ Moger also relied on the fact that the cartoons appeared in newspapers which themselves were copyrighted. It turned out that only 13 issues of the *Boston Evening American* carried copyright notices during the period in question. Furthermore, the court ruled that even if all issues had been properly copyrighted, Moger's cartoons still would not have been protected. The attempt to get a separate copyright on each cartoon, as indicated by the presence of a copyright notice at the bottom of each one, was inconsistent with the idea that the general copyright notice covering the entire issue of the newspaper was any proper basis for a claim of copyright protection in Moger's work. As the court put it, "Copyright must be obtained by the proprietor of the material and cannot be derived from a general copyright on a magazine or other periodical in which the material may be published." This statement may be too broad as a general proposition; there are exceptions where the periodical publisher in effect obtains copyright for the author's benefit, but there was no such claim here.

Moger had still another string to his bow. On July 2, 1935, he published a book under the title, "About Faces, the New National Pastime, Series 1," which was a compilation of various cartoons previously printed in newspapers and similar material involving the identification of photographs of famous persons. This book did contain a full and complete notice of copyright. Moger claimed that his copyright in the book also was infringed by the television program carried by the broadcasting company. In this instance, however, he had slipped up on another requirement of the Federal Copyright Act. The applicable section states very clearly that the notice of copyright in a book must appear upon its title page or the page immediately following. In Moger's book, however, the notice of copyright appeared on the inside of the back page. As the judge stated in his opinion, the precedents are uniform that a misplaced notice "is ineffective and invalidates the copyright."

■ The court's conclusion was that there was no copyright protection for any of the materials alleged to have been infringed. Accordingly, there was no choice but to grant the request of the broadcasting company to dismiss the action.

It is pretty generally agreed that the harshness of these technical requirements is unjustified. But that is something for Congress to correct; the courts cannot disregard the plain language of a statute. Work has been going on for some time for a complete overhaul and revision of the Federal Copyright Act, which has remained virtually unchanged since it was passed in 1909. One of the recommendations of the Register of Copyrights to the members of Congress is that the copyright notice requirements be revised radically. Indeed, if these recommendations had been in effect as part of the law during the period when Moger's cartoons and book were published, his copyrights would have been validly secured. It is expected that a new bill will be introduced in Congress next year. #

Salesense in Advertising . . .

Make Copy Easy to Read and Understand

By James D. Woolf
Advertising Consultant

Reading ease and clarity is a consideration of vital importance in the production of an advertisement. Many times advertisements are passed over, or only partially read, because the copy ignores simple principles of easy readability. Most skillful copywriters give thoughtful attention to readability formulas; many beginners do not. I do not have any rigid, hard and fast formula, but following are some of the principles I try to keep in mind:

James D. Woolf

1. Write to the educational and culturals of my *selected* audience.

2. Strive for 100% clarity.

3. Avoid ambiguity and words of doubtful meaning.

4. Substitute concrete words for abstract words.

5. Substitute short words for long words if possible.

6. Try to use short sentences not longer than 14 or 15 words.

7. Try to use short paragraphs of not more than four or five lines of type, especially the opening paragraph.

8. Set the copy in one type face, and don't overdo the use of italics. Don't set the copy in all capital letters.

9. Don't set the copy in reverse. The eye is accustomed to black letters against a white background.

10. If the copy is long, break it up with subheads.

11. Avoid wide type measures—four inches is usually the limit.

12. It is usually best not to use type smaller than 7 or 8 points.

13. Don't use strange words. Avoid foreign words and phrases.

14. Be generous with white space. Don't crowd the copy.

15. Be credible and avoid exaggeration.

16. Often a cliche is more understandable and believable than an uncommon word or expression.

17. Stick to the theme. Don't wander away from it.

18. Don't make the copy longer than is needed to impart *essential* information.

I suggest that every copywriter should study Rudolph's "The Art of Plain Talk."

* * *

Mr. Woolf's articles are available in a handsomely-bound 383-page book for permanent reference. Price $5.95. Write Advertising Publications, 200 E. Illinois St., Chicago 11, Ill., for "Salesense in Advertising," available on five days' approval.

Magicians call it "LEVITATION"...

but there's no magic about it

Magicians have no monopoly in creating illusions — there are tricks in every trade.

In the printing trade, best trick of the century is the creation of two-color printing at little more than one-color cost.

Actually, it's not a trick—all it takes is imagination coupled with good taste, getting out of the black and white rut.

Black and white is all right for books and newspapers, but printed advertising pieces get more attention when they are colorful (like the ad you are now reading, for example).

This does not mean hiking the budget — stepping up from one press impression to two. What it means is merely printing in colored ink on colored paper.

The choice of colors is practically unlimited — there are actually 40 different colors of paper in the big Beckett line and many times that number of ink. The Beckett Color Selector shows how seven different colors of ink look on 14 different colors of paper — 98 combinations. You may have one by writing for it on your business letterhead.

3 NEW COLORS OF BECKETT OFFSET!

This is Aqua. Other brand new colors just added to the line are Primrose and Bamboo. That makes White and 10 colors from which to choose. Swatches of the 3 new colors on request.

The BECKETT Paper Company

MAKERS OF GOOD PAPER IN HAMILTON, OHIO, SINCE 1848

BUCKEYE-BECKETT PAPERS

BECKETT OFFSET IS AVAILABLE THROUGH THESE LEADING MERCHANTS

ALABAMA
- Graham Paper Company — Birmingham
- Sloan Paper Company — Birmingham
- Partin Paper Company — Mobile

ARIZONA
- Butler Paper Company — Phoenix
- Graham Paper Company — Phoenix
- Graham Paper Company — Tucson

ARKANSAS
- Roach Paper Company — Little Rock
- Western Newspaper Union — Little Rock

CALIFORNIA
- Butler Paper Company — Los Angeles
- Zellerbach Paper Company — Los Angeles
- Butler Paper Company — San Diego
- Pacific Coast Paper Company — San Francisco
- Zellerbach Paper Company — San Francisco

COLORADO
- Butler Paper Company — Denver
- Graham Paper Company — Denver
- Butler Paper Company — Pueblo

CONNECTICUT
- Carter Rice Storrs & Bement, Inc. — Hartford
- Henry Lindenmeyr & Sons — Hartford
- Carter Rice Storrs & Bement, Inc. — New Haven
- Henry Lindenmeyr & Sons — New Haven

DISTRICT OF COLUMBIA
- The Barton, Duer & Koch Paper Company
- Stanford Paper Company

FLORIDA
- Jacksonville Paper Company — Jacksonville
- Everglade Paper Company — Miami
- Central Paper Company — Orlando
- Capital Paper Company — Tallahassee
- Tampa Paper Company — Tampa

GEORGIA
- Sloan Paper Company — Atlanta
- Macon Paper Company — Macon
- Atlantic Paper Company — Savannah

ILLINOIS
- J. W. Butler Paper Company — Chicago
- Graham Paper Company — Chicago
- James White Paper Company — Chicago
- J. W. Butler Paper Company — Peoria

INDIANA
- Butler Paper Company — Evansville
- C. P. Lesh Paper Company — Evansville
- Butler Paper Company — Ft. Wayne
- The Central Ohio Paper Company — Indianapolis
- The Chatfield Paper Corporation — Indianapolis
- C. P. Lesh Paper Company — Indianapolis
- Mid-States Paper Company — Terre Haute

IOWA
- J. W. Butler Paper Company — Cedar Rapids
- Western Newspaper Union — Des Moines
- Weber Paper Company — Dubuque
- Western Newspaper Union — Sioux City

KANSAS
- Butler Paper Company — Wichita
- Graham Paper Company — Wichita

KENTUCKY
- Graham Paper Company — Louisville
- Louisville Paper & Mfg. Co. — Louisville
- Rowland Paper Company — Louisville

LOUISIANA
- Butler Paper Company — New Orleans
- Graham Paper Company — New Orleans
- Western Newspaper Union — Shreveport

MAINE
- Carter Rice Storrs & Bement, Inc. — Augusta

MARYLAND
- The Barton, Duer & Koch Paper Co. — Baltimore
- Stanford Paper Company — Baltimore

MASSACHUSETTS
- Carter Rice Storrs & Bement, Inc. — Boston
- Lindenmeyr Paper Co., Inc. — Boston
- Carter Rice Storrs & Bement, Inc. — Springfield
- Carter Rice Storrs & Bement, Inc. — Worcester

MICHIGAN
- Butler Paper Company — Detroit
- The Union Paper & Twine Company — Detroit
- Central Michigan Paper Company — Grand Rapids
- The Union Paper & Twine Company — Jackson

MINNESOTA
- Carpenter Paper Company — Duluth
- Butler Paper Company — Minneapolis
- Graham Paper Company — Minneapolis
- Inter-City Paper Company — Minneapolis
- Inter-City Paper Company — St. Paul

MISSISSIPPI
- Graham Paper Company — Jackson

MISSOURI
- Butler Paper Company — Kansas City
- Graham Paper Company — Kansas City
- Midwestern Paper Company — Kansas City
- Butler Paper Company — St. Louis
- Graham Paper Company — St. Louis
- Butler Paper Company — Springfield

MONTANA
- Western Newspaper Union — Billings
- Yellowstone Paper Company — Billings
- Ward Thompson Paper Company — Butte

NEBRASKA
- Western Newspaper Union — Lincoln
- Western Paper Company — Omaha

NEW JERSEY
- Lindenmeyr Schlosser Co. — Newark

NEW MEXICO
- Butler Paper Company — Albuquerque
- Graham Paper Company — Albuquerque

NEW YORK
- The Hudson Valley Paper Company — Albany
- The Alling & Cory Company — Buffalo
- The Union Paper & Twine Company — Buffalo
- The Alling & Cory Co., Miller & Wright Paper Co. — New York City
- Bulkley, Dunton & Company — New York City
- Lindenmeyr Schlosser Co. — New York City
- Marquardt & Company, Inc. — New York City
- Nelson-Whitehead Paper Corp. — New York City
- The Alling & Cory Company — Rochester
- The Alling & Cory Company — Syracuse
- Troy Paper Corporation — Troy
- The Alling & Cory Company — Utica

NORTH CAROLINA
- Henley Paper Company — Asheville
- Caskie Paper Company, Inc. — Charlotte
- Charlotte Paper Company — Charlotte
- Henley Paper Company — High Point
- Epes-Fitzgerald Paper Company — Raleigh

NORTH DAKOTA
- Western Newspaper Union — Fargo

OHIO
- The Chatfield Paper Corporation — Cincinnati
- The Cincinnati Cordage & Paper Co. — Cincinnati
- The Diem & Wing Paper Company — Cincinnati
- The Whitaker Paper Company — Cincinnati
- The Central Ohio Paper Company — Cleveland
- The Union Paper & Twine Company — Cleveland
- The Central Ohio Paper Company — Columbus
- The Central Ohio Paper Company — Dayton
- The Cincinnati Cordage & Paper Co. — Dayton
- The Central Ohio Paper Company — Toledo

OKLAHOMA
- Graham Paper Company — Oklahoma City
- Beene Paper Company — Tulsa

OREGON
- West Coast Paper Company — Portland

PENNSYLVANIA
- Garrett-Buchanan Company — Allentown
- Lehigh Valley Paper Corporation — Allentown
- The Alling & Cory Company — Harrisburg
- Bock Paper Company — Harrisburg
- Garrett-Buchanan Company — Lancaster
- Garrett-Buchanan Company — Philadelphia
- J. L. N. Smythe Company — Philadelphia
- D. L. Ward Company — Philadelphia
- The Alling & Cory Company — Pittsburgh
- The Chatfield & Woods Co. of Pa. — Pittsburgh
- Garrett-Buchanan Company — Reading
- Elm Paper Company — Scranton

RHODE ISLAND
- Carter Rice Storrs & Bement, Inc. — Pawtucket

SOUTH CAROLINA
- Palmetto Paper Company — Columbia

SOUTH DAKOTA
- Sioux Falls Paper Company — Sioux Falls
- Western Newspaper Union — Sioux Falls

TENNESSEE
- Graham Paper Company — Chattanooga
- Sloan Paper Company — Chattanooga
- The Cincinnati Cordage & Paper Co. — Knoxville
- Graham Paper Company — Knoxville
- Graham Paper Company — Memphis
- Graham Paper Company — Nashville

TEXAS
- Graham Paper Company — Amarillo
- Graham Paper Company — Dallas
- Southwestern Paper Co. — Dallas
- Graham Paper Company — El Paso
- Southwestern Paper Company — Ft. Worth
- Graham Paper Company — Houston
- Southwestern Paper Company — Houston
- Graham Paper Company — Lubbock
- Graham Paper Company — San Antonio

UTAH
- Western Newspaper Union — Salt Lake City

VIRGINIA
- Caskie Paper Company, Inc. — Lynchburg
- B. W. Wilson Paper Company — Richmond

WASHINGTON
- West Coast Paper Company — Seattle
- McGinnis Independent Paper Co. — Spokane
- Allied Paper Company — Tacoma

WEST VIRGINIA
- Copco Papers, Inc. — Charleston
- The Cincinnati Cordage & Paper Co. — Huntington

WISCONSIN
- Standard Paper Company — Appleton
- Steen-Macek Company — Green Bay
- Standard Paper Company — Madison
- Bauer Paper Company — Milwaukee
- Standard Paper Company — Milwaukee
- Standard Paper Company — Wisconsin Rapids

EXPORT AGENTS:
- Bulkley, Dunton Paper Co., S.A. — New York City
- Castex Paper Export Co. — New York City
- Champion Paper Corporation, S.A. — New York City
- Silleb, Inc. — New York City
- Pamco Incorporated — San Francisco

CANADIAN AGENTS:
- Barber-Ellis of Canada, Ltd. — London, Ontario
- Clark Papers, Ltd. — Calgary, Alberta
- Smith, Davidson & Lecky, Ltd. — Calgary and Edmonton, Alberta
- T. B. Little Papers, Ltd. — Montreal, Quebec
- McFarlane Son & Hodgson, Ltd. — Montreal, Quebec
- Whyte-Hooke Papers, Ltd. — Toronto, Ontario
- Wilson-Munroe Company, Ltd. — Toronto, Ontario
- Coast Paper Company, Ltd. — Vancouver, B. C.
- Mid-West Paper Sales, Ltd. — Winnipeg, Manitoba

All the colors in the Beckett Offset line, including the three new ones, are also available in Beckett Vellum and Beckett Satin Shell—a sheet that has the printability of fine uncoated paper, yet the luster and sheen of fine coated paper. Satin Shell is carried in stock; minimum order, 1 carton.

This is BECKETT OFFSET, Aqua, Vellum finish, 70 lb.

STARS ON SPEIDEL—*Speidel Co., Providence, has enlisted such divergent movie personalities as Peter Lorre, George Sanders and Hermione Gingold to sell its line of watch bands on ABC-TV's "Target: The Corrupters," "Naked City" and "Surfside 6." In one spot now running, Mr. Lorre says of the Twist-O-Flex band, "You can twist it ... you can turn it ... you can tie it in a knot ... and it could last 200 years, if you should live so long." Miss Gingold, in a spot which is set to run for about a month prior to Christmas, will suggest a Speidel watch band as a gift for everyone, adding, "If you must give them something else, too, it's perfectly all right with the Speidel people." The commercials were filmed by Elliot, Unger & Elliot, through McCann-Marschalk Co.*

Watch Guarantees in TV Commercials, NAB Warns Stations

NEW YORK, Nov. 7—Follow the Federal Trade Commission guidelines. Be sure the nature and extent of the guarantee is made clear, that the guarantor is identified, and that there is a clear-cut explanation of what he promises to do under the guarantee.

This is the advice National Assn. of Broadcasters code office officials have been giving to tv stations which have queried them about copy for product commercials carrying guarantees. For the most part, the queries have involved local advertisers in such categories as clothing, auto repair and "lifetime" light bulbs. One unidentified case now under study probably will be resolved through a change in packaging or labeling. Code officials would not reveal the name of the advertiser involved.

To simplify clearance divisions in this area, the New York code office may soon release a bulletin restating tv code policies, which follow the FTC guidelines closely. Code officials complained that this problem has been complicated for tv by the attitude of newspapers, some of which, they say, have "no policy" at all regulating copy relating to product guarantees. #

Chick Doty Joins WONE

C. L. (Chick) Doty, formerly station director and national sales manager of WSAI, Cincinnati, has joined WONE and WIFE-FM, Dayton, O., as assistant to Eugene Carr, president of the stations. Mr. Doty will work with the radio stations as well as plan for the acquisition of tv stations.

Preiss Names Sarnataro

Preiss & Brown Advertising, New York, has named Anthony T. Sarnataro, formerly secretary-treasurer of William von Zehle & Co., New York, to the new post of vp and comptroller.

Advertisement

WOMAN'S INTUITION is not necessary, for women *and* men in the business know that you can boost sales in the Sweet Vermont Market with just one order, one bill, one buy—THE VERMONT ALLIED DAILIES. This six-newspaper group blankets the part of Vermont where 93.9% of the state's $652 million buying power originates. Write: VERMONT ALLIED DAILIES, Rm. 515, Statler Office Bldg., Boston, Mass. (Sales Management figures)

'Clinical Nutrition' Joins ABP

Reuben H. Donnelley Corp.'s bimonthly *American Journal of Clinical Nutrition* has been named a member of Associated Business Publications.

Inpak Systems Moves

Inpak Systems Inc. has moved to 441 Lexington Ave., New York.

Stacy Moves to Palm

Stacy Equipment Co., Tiffin, O., manufacturer of load binders, has appointed Palm & Patterson, Cleveland, to handle its advertising.

Record Source Names Ullman

Richard H. Ullman Inc., New York, a division of the Peter Frank Organization which distributes syndicated radio programming and production aids, has been appointed sales representative for Record Source. The latter supplies radio stations with record packages, including top tunes and new releases.

GIMMICK MAILINGS
Exotic, unusual mailings of all types to tie-in with your special promotions.
Free 24-page Catalog
ORCHAWAII
ORCHIDS OF HAWAII, INC.
305 7th Ave., N. Y. 1, N. Y. • OR 5-6500
Branches
• 469 E. Ohio St., Chicago 11, Ill. • Tel.: 467-5765
• 24333 Narbonne Av., Lomita (L.A.), Cal. • DA 5-0381

Christmas Greetings 1961
Be sure your cards and packages are signed, sealed and delivered with
Christmas Seals To Fight TB
ANSWER YOUR CHRISTMAS SEAL LETTER TODAY

Chevron Music Show on WQXR

The Chevron School Broadcast for the 1961-'62 season is being presented on WQXR, New York, Thursdays at 9:30 a.m. (EST). The half-hour public service series, "Music—Passport to the World," which started Oct. 19, will be presented for 26 weeks through the sponsorship of the eastern division of the California Oil Co. Teacher manuals are distributed for the series, designed for classroom listening. Batten, Barton, Durstine & Osborn is the agency for Chevron.

Dayco Promotes Farrell

Thomas E. Farrell has been named marketing manager for the rubber products division of Dayco Corp., Dayton, succeeding J. A. Conlon, who has been named vp for the division. Mr. Farrell formerly was Chicago regional manager of Dayco.

WMGM Promotes Fenton

F. Robert Fenton has been promoted from an account executive to an assistant sales director of WMGM, New York. Vern Hendrickson also will continue as an assistant sales director of the radio station.

How To Get Things Done

BOARDMASTER VISUAL CONTROL

Your operations are pictured at a glance. You save time, money and prevent mixups by Seeing What is Happening at all times. Ideal for Production, Maintenance, Inventory, Scheduling, Sales, Etc. Easy to Use. You write on cards, snap on metal board. Over 750,000 in Use.

Prices $49.50

FREE 24-Page BOOKLET No. BG-10 Mailed Without Obligation

GRAPHIC SYSTEMS
925 Danville Road • Yanceyville, N.C.

Renault Chops '62 Ad Budget to $1,500,000

NEW YORK, Nov. 7—Renault Inc. will cut its advertising budget to $1,500,000 in 1962, switching to color pages and an institutional approach and paring its media schedule from 30 to five publications.

This year, the French auto maker pumped $2,400,000 into advertising. In 1962, Renault will spend about $900,000 less, running 60 color pages in *Automotive News, Reader's Digest, Sunset Magazine, The New Yorker* and *Time*. During the fourth quarter of this year, Renault is using those five magazines, plus *Suburbia Today*.

For the first time, Renault's distributors (all but two are owned by the company) are offering dealers a co-op advertising allowance, consisting of $25 a unit. The co-op money is not cumulative, the company said, but must be used during the month the car is sold.

■ Renault is pinning its hopes of capturing 15% of the foreign car market by the end of 1962 on institutional ads playing up the company name rather than its four autos. Display pieces at dealer level will "capitalize on the national image" of "rounded corner color" and soft sell copy, according to William D. Nye, advertising and sales promotion manager of Renault.

The revamped advertising program comes at a time when Renault sales have fallen from 48,901 units in the first eight months of 1960 to 28,638 in the same period in 1961. In the first eight months of this year, Renault has dropped to an 11.2% share of the foreign car market, still good for second place behind Volkswagen, but down from 12.6% in 1960 and 14.8% in 1959.

Renault points out, however, that its sales in August and September were the highest in 13 months and that monthly sales have been increasing steadily. The company predicts 1961 volume of about 45,000 units, as compared with 1960 sales of 62,772. In September, its distributor in Norfolk, Va., reported that Renault was the second biggest selling car in that area, behind Chevrolet and ahead of Ford.

■ In the past year the company has been concentrating on reorganizing its distribution network, in an effort to pep up sales and reduce inventories. Under the direction of Vincent Grob, Renault bought out its distributors in Los Angeles, Dallas, Chicago, Boston and Ft. Lauderdale and set up subsidiary companies. In Seattle and Kansas City, Renault bought out its distributor and shut down operations. As of now, only two independent distributors remain, one in New York and the other in Norfolk, Va. The foreign auto maker has also consolidated its dealers, who now number about 650, down from 700 at the beginning of the year.

■ With its new distribution setup secured, Mr. Grob, who was formerly exec vp and general manager of the company, has moved up to president, and Claude Haardt has been named vp and general manager. Mr. Haardt previously was managing director of Renault's operations in England.

Late last week, Renault named Walter A. Woron director of public relations and advertising, a new post. Mr. Woron, a former editor of *Motor Trend*, joined Renault this year as director of public relations. Prior to joining the company, he operated his own pr organization.

Needham, Louis & Brorby is the Renault agency. #

Akerson Bell MacMannis Stickley

ANNUAL DINNER—*The New England Newspapers Advertising Bureau held its 24th annual meeting and dinner in Boston, with Franklin Bell, Bell & Peabody, New York advertising counselor, as guest speaker, and James B. Stickley, assistant publisher, Journal-Bulletin, Providence, as toastmaster. George E. Akerson, assistant publisher, Boston Herald, was elected chairman of the bureau's administrative board, and Kenneth L. MacMannis is director of the bureau.*

Canadians Offer Sport Show

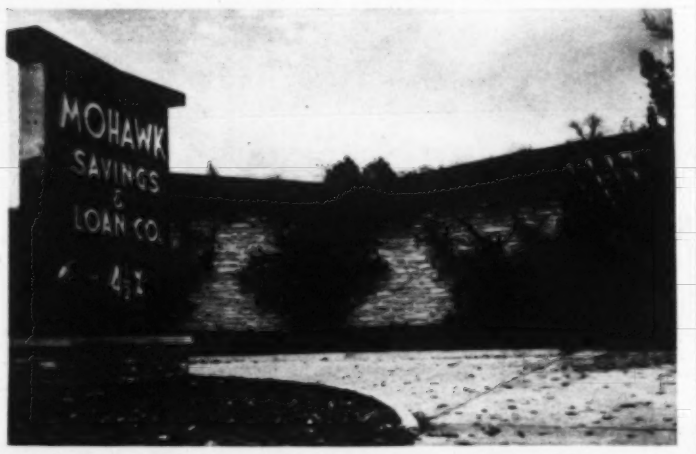
Foothills Athletic Club, Calgary, Alta., has begun the syndication in Canada of "Big Time Wrestling From Calgary," a weekly tv tape show with Sam Menacher, wrestling commentator, at ringside. Produced in the studios of CFCN-TV, Calgary, the series soon will be offered for distribution in the U.S.

Mystik Names Roche, Rickerd

Mystik Adhesive Products Inc., Chicago, has named Roche, Rickerd & Cleary, Chicago, to handle advertising for its industrial division, effective immediately. George H. Hartman Co., Chicago, formerly handled the industrial division.

Coke Shifts Parrish

Gordon Parrish, formerly public relations manager of Coca-Cola Bottling Co. of Los Angeles, has been named by the parent company to work with bottlers in the areas of advertising and merchandising.



Because They're So THRIFTY CINCINNATIANS CAN BUY

Greater Cincinnati supports 220 building and loan associations . . . large, small, neighborhood and downtown . . . the second largest such concentration in America. Also unusually strong banks, insurance companies, other financial institutions. Cincinnatians are high in home ownership, rich in tradition and culture, generous because they're built that way and can afford it. They shop the Post and Times-Star, vote it first choice in the trading area by 63,000 plurality every day. The best market exists where you find the most thrifty people. Come and get it!

7 *out of* **10** *Cincinnatians read the Cincinnati* **POST Times-Star**

★

Largest Circulation of any Cincinnati Daily

★

Greatest Coverage of Highest Income Groups as of *all* Groups.

★

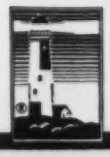
43% Read No Other Daily

★

One of the nation's lowest Milline rates

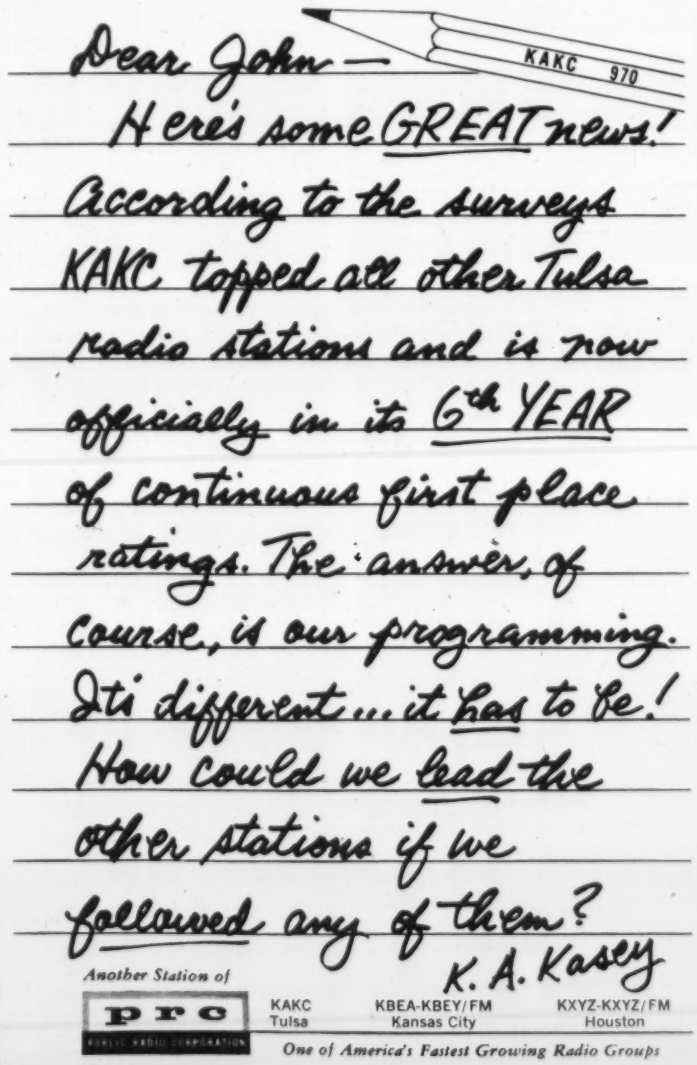
★

The Newspaper that Spends the Evening with almost 1,000,000 Readers.



ROBERT K. CHANDLER
Manager, General Advertising Department

Represented by The General Advertising Department SCRIPPS-HOWARD Newspapers


KAKC 970
Dear John—
Here's some GREAT news!
According to the surveys
KAKC topped all other Tulsa
radio stations and is now
officially in its 6th YEAR
of continuous first place
ratings. The answer, of
course, is our programming.
It's different ... it has to be!
How could we lead the
other stations if we
followed any of them?
K. A. Kasey

Another Station of PRC PUBLIC RADIO CORPORATION

KAKC Tulsa · KBEA-KBEY/FM Kansas City · KXYZ-KXYZ/FM Houston

One of America's Fastest Growing Radio Groups

WHAT ARE THEY, SOME KIND OF NUTS OR SOMETHING!?

Jack Tinker & Partners, the experimental creative unit of Interpublic Incorporated, wants four bright people.

If you have more talent than you believe you can use where you are now, you might be interested.

Two of the jobs are for people who are oriented to visual communication. The other two are for writers. It won't hurt if you're talented in both areas, and it won't make a whit of difference if you're a girl; one of us is. If you grew up in America's new medium, television, that would be great, too.

The word "positions" was chosen deliberately in competition with "fellowships," "appointments," "connections" and other euphemisms for hard labor, because it is closer to that good old fashioned word "jobs!" The four of us who currently constitute Jack Tinker & Partners have never worked harder, been more productive, or enjoyed ourselves more than in the two years of our existence.

If you've seen pictures of our rather unusual offices in the Dorset Hotel—the two-story conference and presentation room—the two-story all-white living room with the only French antique bar in our business—you may have gotten the wrong idea. Don't! The only Valhalla we know is a way station on the Harlem Division of the New York Central.

If you're the second man . . . the brains behind the creative head of an agency, and you feel held back, this may be your chance to bust loose in an outfit where there are no bosses.

If you're the head man in a small agency and bored with the problems of management . . . we offer you the opportunity to devote your entire energies to the exciting business of pure creativity.

If you're bursting with fresh ideas that don't conform to the conservative pattern of your agency and its clients, our experiment in new worlds of communication should be your meat.

What we offer you is an unique creative atmosphere, considerable freedom from deadlines and telephones, and four permissive, experienced minds to bang against. We also practice a new method of working which we have evolved through blood, sweat and high decibels and which seems to let each of us open up his creative pores somewhat wider than ever before. We don't have a name for it yet; perhaps you can help us with a title.

These positions are open to the people at McCann-Erickson and McCann-Marschalk, as well as to other good advertising people everywhere. We believe you will find the beginning salary ($21,000) worth your while, although it may not be your primary concern at the stage of development we hope you're in now.

One thing more. When you write to me (in confidence, and only written applications can be considered) include a short but real answer to this question:

"What mark are you trying to make in advertising?"

Jack Tinker

Dorset Hotel—30 West 54th Street
New York 19, New York.

Stoneham Adds Two

Stoneham Advertising, North Hollywood, Cal., has been named to handle advertising for Specific Products, Woodland Hills, Cal., manufacturer of components and receivers for standard radio broadcasts, and Van Groos Co., Woodland Hills, manufacturers representative for a number of electronics companies.

THE Ivanhoe By-the-Sea

Just 2 Minutes
North of Miami Beach
In beautiful, Fashionable Bal Harbour
A Truly Distinguished
Oceanfront Resort Hotel

Our Color brochure and rates are yours for the asking.
LARRY CLIFF - MANAGER
10175 COLLINS AVE., BAL HARBOUR, FLA.

INSTANT MUSIC—*Conn Organ, Elkhart, Ind., has launched its new fall and spring magazine campaign, offering free dealer demonstrations of "instant music," whereby a beginner can play 39 different selections. Batten, Barton, Durstine & Osborn is the agency.*

Crichton, Harper to Buttress Self Policing of Ads, Nyborg Says

BOSTON, Nov. 7—The appointment of John Crichton, editor of ADVERTISING AGE, as president of the American Assn. of Advertising Agencies will help insure a "continued and perhaps even stronger approach to self-regulation in advertising," according to Victor H. Nyborg.

Mr. Nyborg, president of the Assn. of Better Business Bureaus, said he based his conclusion on both the naming of John Crichton and the election of Marion Harper as the new chairman of the Four A's.

There are many encouraging signs in the area of self-regulation, Mr. Nyborg told a joint meeting of the Advertising Club of Boston and the Better Business Bureau of Metropolitan Boston.

■ However, he added, "there is much work to be done . . . in strengthening the processes of self-regulation in the public interest. There is a very real need today for all of us to work consciously and with greater effort to build lasting forces for truth and integrity.

"It is more than ever necessary in this day and age for business to demonstrate—ably and well—that it has the capacity and the will to accept and discharge its responsibilities. Otherwise, I am afraid, self regulation—and self determination—will cease to exist as we know it," Mr. Nyborg said.

Goodrich Buys Vanderbilt Unit

B. F. Goodrich Co. has acquired the 37 leased automotive outlets of Vanderbilt Tire & Rubber Corp., New York, which are operating in department stores throughout the U.S. Goodrich also has acquired Vanderbilt's interest in F. F. Automotive Stores Inc., a corporation jointly owned with Food Fair Stores Inc.

Sargent to Fulton, Morrissey

E. H. Sargent & Co., Chicago, manufacturer and distributor of scientific laboratory instruments, apparatus, supplies and chemicals, has appointed Fulton, Morrissey Co., Chicago, to handle its advertising. Kreicker & Meloan, Chicago, formerly handled the account.

ADMAN AWARDEE—*Samuel R. Bloom (left), president, Sam Bloom Advertising Agency, Dallas, is the only advertising man among the seven recipients of the 1961 Southwest Journalism Forum awards. Dr. Willis Tate, president, Southern Methodist University, made the presentation at a luncheon sponsored by the Press Club of Dallas Foundation and the SMU department of journalism. The award was given "for unique service in the field of public and community relations."*

Peters, Griffin Offers Updated 'Cost Yardsticks'

Peters, Griffin, Woodward, New York, radio-tv station representative, has published a revised edition of its "Spot Television Cost Yardsticks," a brochure designed to assist advertisers and agencies in estimating the cost of various spot tv campaigns. The guide provides a market-by-market breakdown for 84 markets whose leading stations cover approximately 91% of all U.S. homes.

Workable estimates are provided for nighttime half-hours, 20-second prime time announcements, five daytime participations per week, five fringe nighttime minutes per week and a plan of 10 to 12 minute participations. "Cost Yardsticks" also provides a set of tables showing month-by-month temperatures in the 84 markets for seasonal schedules. Copies may be had upon request from Peters, Griffin, Woodward, 250 Park Ave., New York.

Swink Adds Keever Starch

Keever Starch Co., Columbus, O., manufacturer of corn, wheat and combination starches for edible and industrial uses, has appointed Howard Swink Advertising, Marion, O., to handle its advertising.

Remington Backs Youth-Oriented Ads With School Films

NEW YORK, Nov. 7—Remington Rand is going right into the classroom to reinforce its $500,000 student-oriented advertising campaign for portable typewriters, that bowed recently (AA, Sept. 11).

The company, a division of Sperry Rand Corp., is testing an award-winning film series in junior and senior high schools in five markets. They include Columbus, O.; Kansas City; Orlando; San Bernardino; and Tacoma.

Under the plan, each of ten films in a series (which extends throughout a school year) is 25 minutes long and includes a Remrand "soft sell" commercial of anywhere from a minute to a minute and one-half. Copy plugs the educational advantages of using a typewriter.

The main body of the film is devoted to subjects like the Berlin situation, astronaut Virgil Grissom's epic ride, or the Tiros III weather satellite. Remrand provides teachers with discussion outlines and study materials.

■ Titled "Screen News Digest," the series is produced by Hearst Metrotone News and sold to companies for about $75 a print. Some 50 companies besides Remrand are taking part in the venture in other cities; altogether, about 10,000 junior and senior highs are involved. The sponsors include Boeing Aircraft, Crucible Steel, General Foods, Massachusetts Mutual, Pan American World Airways, and several Coca-Cola, Seven-Up and Pepsi-Cola bottlers. #

AB-PT Reports Record Nine Month Earnings

American Broadcasting-Paramount Theaters, New York, reported a record estimated net operating profit of $7,580,000 for the first nine months of 1961, compared with $7,522,000 for the corresponding 1960 period. Net profits, including capital gains, jumped to $13,758,000 from $8,873,000 last year.

Estimated net operating profits for the third quarter of 1961 were $1,886,000, as against $1,869,000 for the comparable 1960 quarter. Net profits, including capital gains, rose to $1,915,000 from $1,892,000 the previous year. Third quarter results for the ABC broadcasting division were ahead of the 1960 quarter, despite the cost of setting up ABC-TV National Station Sales, the new subsidiary which represents the company's five owned tv stations, according to Leonard H. Goldenson, president of AB-PT.

In Jackson, Miss. . . .
Bank Deposits are
CLIMBING

BANK DEPOSITS

1950—$151 million
1959—$291 million
AUGUST 1961—$345 million

During 1959, Jackson banks had the highest percentage of growth in the 6th Federal Reserve District and they are still growing fast . . . with $150 million in new construction underway in Jackson now, spendable income is high . . . Jackson people spend $4 out of every $5 as compared to the national average of $2 out of $3.

Jackson, Mississippi shows amazing growth in all economic indicators. The unchallenged newspaper leaders in Mississippi, the Clarion Ledger and Jackson Daily News, hold the key to this booming market.

THE CLARION ★ LEDGER AND JACKSON DAILY ★ NEWS
Jackson, Mississippi
Mississippi's First Newspapers • Represented by the Katz Agency, Inc.
Co-Owners WJTV (TV) WSLI (Radio)

—that OTT in Eugene-Springfield, Roseburg and Coos Bay city areas has retail sales equal to 26% of the retail sales in Portland, Oregon. Here are the figures from Sales Management 1961

	Retail Sales	SM-Quality Index
Portland, Oregon	$784,534,000	128
Eugene-Springfield	$141,623,000	122
Roseburg	$ 30,263,000	136
Coos Bay-North Bend	$ 39,461,000	143

Over 110,000 TV homes depend on us for clear local television.
Why not talk to your HOLLINGBERY man or ART MOORE & ASSOCIATES (Portland-Seattle). One order, one billing.

Oregon Triangle Television
KPIC-TV Ch. 4 ROSEBURG Affiliate
KVAL-TV Ch. 13 EUGENE
KCBY-TV Ch. 11 CABLE 4 Coos Bay Affiliate
NBC

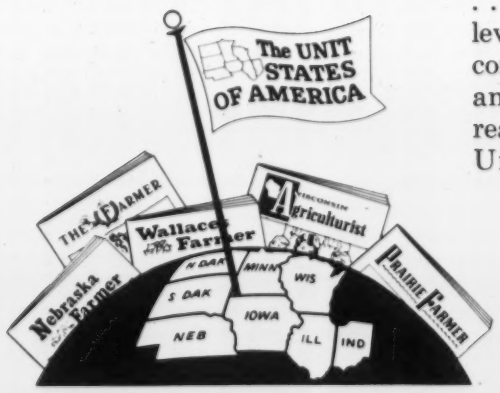
Reach the world's richest farm market through LOCALLY preferred Midwest Unit Papers

Midwest Unit Farm Papers are the FIRST read . . . BEST read . . . MOST read farm publications in America's richest farm belt. The reason is in the reaching. Midwest farmers—who are earning and buying almost twice as much as the U. S. farm average—find that ONLY their LOCAL Midwest Unit paper strikes their LOCAL level.

Each of the FIVE Midwest Unit papers is tailored to a specific Midwest farm locality. News and editorials are pointed right to the farmer's pocketbook. The national farm picture as it affects his area . . . farm programs on state and district levels . . . news on livestock and crop competitions . . . state fair information and features on neighboring farmers, reach your farm prospect in his Midwest Unit paper. This right-to-the-farm approach is the Number One reason why all five Midwest Unit Farm Papers RANK FIRST in total reader preference, quality reader preference and dealer preference in the great farming Midwest. In fact, these papers are preferred by 50% more Midwest farmers than the second farm publication—as proved by a recent McCann-Erickson survey (available upon request).

Yes, Midwest Unit papers offer LOCAL acceptance and action unmatched in the farm magazine field. With one order . . . one plate . . . one bill . . . and at a savings in rate, your message works in five FIRST CHOICE Midwest farm papers . . . the ones that really reach the farmers who make and spend the most.

For information, write or phone your nearest Midwest Unit office *now!*



MIDWEST UNIT *Farm Papers*

SALES OFFICES AT:
35 E. Wacker Drive, Chicago 1 • 250 Park Ave., New York 17, N.Y. • 110 Sutter Street, San Francisco 4 • 159 S. Vermont Avenue, Los Angeles 4.

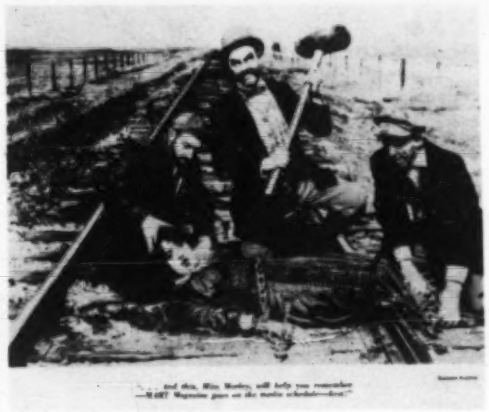
Along the Media Path

KGO-TV, San Francisco, has been honored by Gov. Edmund G. Brown and the state of California for "outstanding service in its community" for its successful youth employment drive last summer. The station's "Summer Jobs for Students" drive helped place 11,409 students in vacation jobs.

• More than 20,000 bookmarks stressing the importance of good reading and listening habits have been distributed by **WKZO**, Kalamazoo, through the cooperation of the Kalamazoo Public Library and school system. The station's call letters are imprinted on the face of the marker along with a sampling of good music programs carried by the station. The back of the bookmark directs attention to a few of the latest good reading titles in circulation at the library.

• On Oct. 27, **WPRO-TV**, Providence, R.I., began broadcasting from a new transmitter, located in Rehoboth, Mass., which is expected to improve reception of Channel 12 throughout southeastern New England.

• Some 60 advertising men recently attended a luncheon-presentation at the Detroit Athletic Club, sponsored by the Norfolk-Tidewater Market Group, representing **WVEC-TV, WTAR-TV** and **WAVY-TV.**



PROMOTION—*Mart Magazine, New York, is using cards like this in a weekly promotional mailing to advertising agencies and manufacturers.*

• Students from Philadelphia high schools are participating in an educational project in conjunction with the **Philadelphia Daily News.** The project is built around "Profiles in Science," an illustrated feature appearing in the *News*, which presents biographies of the world's great scientists. The 25-article series is also being taped by **WHYY-TV** and presented as an in-school tv program to more than 250,000 students.

• For the first time since the event was inaugurated in 1957, the **Philadelphia Inquirer** Beautyrama in 1962 will be held prior to autumn. The beauty care show for consumers has been held immediately following summer vacation; in 1962 it will be held at Philadelphia's Sheraton Hotel March 8-10.

• On-the-spot reports on the agricultural situation in the fall of 1961 and the outlook for the next six months are included in the latest issue of "What's Ahead in Farming," published semi-annually by **Farm Journal**, Editorial Relations Dept., Washington Sq., Philadelphia 5.

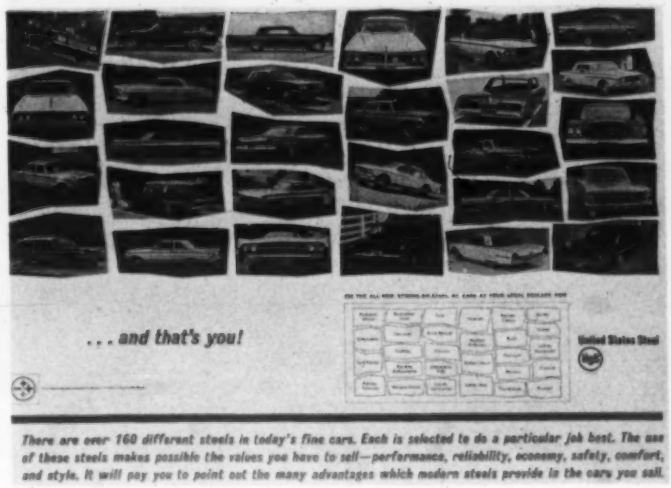
• A "Radio-TV on the Road Map," a radio-tv highway guide for Georgia, has been published by the **Georgia Assn. of Broadcasters.** Additional information may be obtained from Jack Williams, executive secretary, Georgia Assn. of Broadcasters, 24 Ivy St. S.E., Atlanta 3. #

No Special Allowances; FTC Tells Max Factor

Max Factor & Co. will be ordered to stop giving advertising allowances to preferred customers, according to a recommendation for an initial decision by Federal Trade Commission Hearing Examiner Wallace R. Johnson. He said the company gave allowances totaling $2,530.86 to J. Weingarten Inc., Houston supermarket chain, for three promotions in 1958 and 1959.

Tycora Names Maurice Freed

Maurice Freed has been named director of advertising of Textured Yarn Co., New York, producer of Tycora yarn. For the past year, he has been on a painting sabbatical in France; before that he operated his own art service, Freed Studios Inc.


. . . and that's you!
There are over 160 different steels in today's fine cars. Each is selected to do a particular job best. The use of these steels makes possible the values you have to sell—performance, reliability, economy, safety, comfort, and style. It will pay you to point out the many advantages which modern steels provide in the cars you sell.

ROLLING STEEL—*The 1962 model U. S. cars are featured in the center spread of this three-page color ad for U. S. Steel Corp., which ran Oct. 27 in Life and Oct. 28 in The Saturday Evening Post. The spread will also be part of a four-page cover gatefold ad in Look's annual auto issue Nov. 21. U. S. Steel will also promote the auto industry's use of steel via outdoor boards in 25 markets and commercials on the "U. S. Steel Hour" (CBS-TV) Nov. 1, 15 and 29. Batten, Barton, Durstine & Osborn is the agency.*

Commercial Radio Station to Reach Britain from Sea

LONDON, Nov. 7—The Britons have registered a company which plans to put a fulltime private commercial radio station aboard a ship in the Thames estuary.

A former journalist and Canadian broadcaster, 42-year-old John Thompson, one of the men behind the scheme, said:

"Nothing like this has been tried before in Britain, but two pirate radios have been operating successfully from ships anchored off Holland and Sweden. I believe we are on a winner," he said.

"Industrialists whom we have approached have assured us of their backing as sponsors. We intend to devote six minutes of every hour to commercials.

"The rest of the time will be given over to broadcasting records 24 hours a day, seven days a week, but we hope to introduce news commentaries which will be available to 9,000,000 radio owners in southern England."

Mr. Thompson and his fellow director, Robert Collier, a wholesale news agent, plan to operate their pirate station from a 70-ton ex-naval vessel anchored just outside the three-mile territorial limit near the Nore lightship.

■ They have registered their venture as a limited company—"Voice of Slough Ltd."—with a nominal capital of $8,400.

Commercial broadcasting is not permitted in Britain, where the state-owned British Broadcasting Corp. has a monopoly. British advertisers wishing to use commercial radio at present use mainly commercial radio stations in Luxembourg or the Irish Republic, both of which can be picked up in large sections of Britain.

By operating from a ship outside the territorial limits, Voice of Slough Ltd. hopes to be able to get around British laws against commercial radio.

The government-sponsored Pilkington Committee, under industrialist Sir Harry Pilkington, is at present considering the whole future pattern of broadcasting in Britain, including the question of whether the BBC monopoly in radio should be broken—as it has been in the television field—by the introduction of commercial radio. The Pilkington Committee is not due to submit its recommendations for some time yet. #

Tele-Broadcasters Sets Up Representative Division

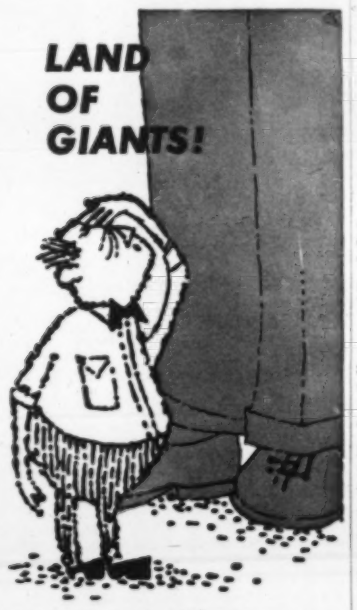
Tele-Broadcasters, New York, has announced it is setting up its own representative division. The new company, Tele-Radio & TV Sales, will represent Tele-Broadcasters' Spanish-language radio stations, KALI, Los Angeles, and KOFY, San Francisco, and would like to handle other Spanish radio and tv stations.

Warren A. Shuman, formerly eastern sales manager for KALI, has been appointed general manager of Tele-Radio. KOFY had no former representative. Tele-Radio also will offer Spanish programming, commercials and jingles for sale to advertisers and stations. Tele-Broadcasters owns English-language stations KUDL, Kansas City, Mo., and WPOP, Hartford, Conn., both handled by Adam Young Co.

Sudler & Hennessey Adds Roxane Unit; Names Two

Sudler & Hennessey, New York, has been named to handle advertising for the ethical drug products of the pharmaceutical division of Philips Roxane Inc., a subsidiary of Philips Electronics & Pharmaceutical Industries Corp., Columbus, O. The effective date is Jan. 1. Johnson & Lanman is the current agency on the account, which bills $78,000 at the present time.

Sudler & Hennessey also has promoted Marshall Levin, who joined the agency as a copy supervisor several months ago from Doherty, Clifford, Steers & Shenfield, to copy supervisor for all ethical drug accounts. Melvin Altshuler, formerly advertising service manager of E. R. Squibb & Sons, has joined Sudler as account executive on the Warner-Chilcott account.



Sales Giants, that is . . .

This describes, in a phrase, the Independent Standard Metropolitan Area of San Bernardino and Riverside Counties, California's 4th largest market, and the 29th largest market in the United States! A booming community of *proven buyers!* . . . whose Effective Buying Income last year exceeded $1.4 BILLION! An exploding community whose population increase in the last decade has been 12th largest, numerically, in the Nation! In gasoline sales, 18th in the U. S.! The land of America's most glamorous resorts, center of industry, mining and military establishments. If you're not getting your share of this fabulous market, there's only one way to reach it! Through the two newspapers which saturate it with unduplicated coverage and which have helped make Metropolitan San Bernardino-Riverside the LAND OF SALES GIANTS!

Source:
1960 Survey of Buying Power

RIVERSIDE
PRESS-ENTERPRISE
Represented Nationally by Newspaper Marketing Associates.

SAN BERNARDINO
SUN-TELEGRAM
Represented Nationally by Cresmer and Woodward Inc.

Modern Retailer
The Discounters' National Weekly Newspaper
Serving the **$5 Billion** Discount (Dept. Store) Market

Just Off The Press...
A Dynamic Forecast
You Can't Afford To Miss
"What Lies Ahead For Discounters"

FREE!
Write for your free 32 page limited edition copy, now!

MODERN RETAILER is a must for all manufacturers selling to the multi-billion dollar discount market.

MODERN RETAILER offers the largest guaranteed paid circulation in the field.

MODERN RETAILER delivers responsive circulation to every Discount Department Store, Self-Service Department Store and Non-Foods Managers of Food Supermarkets, Automotive, Drug, Hardware, Variety Chains and Department Stores.

MODERN RETAILER reaches all 3-Ownership operators, Leased Department operators, Merchandise buyers and managers.

MODERN RETAILER leads in frequency, advertising, readership and results.

You owe it to yourself to learn the "Modern Retailer" Story.

modern retailer
99 Chauncy St., Boston 11, Mass. HAncock 6-2704
ADVERTISING AND SALES OFFICES:

New York City:	10 West 33rd St.	LAckawanna 4-5024
Los Angeles:	1901 W. 8th St.	HUbbard 3-6211
San Francisco:	85 Post St.	GArfield 1-7950

Advertisement

NEVER UNDERESTIMATE the knowledge of a woman. This one knows you can boost sales in the Sweet Vermont Market with just one order, one bill, one buy. The Vermont Allied Dailies, a 6-newspaper group, blankets the part of Vermont where 93.9% of the state's $652 million buying power originates. Get the whole story from: VERMONT ALLIED DAILIES, Rm. 515, Statler Office Bldg., Boston, Mass. (Sales Management figures.)

There's no reason why an effective cough drop should taste like medicine!

LUDEN'S cough drops taste good

Luden's Cough Drops give fast relief from coughs due to colds, minor throat irritations, hoarseness due to smoking. Get Luden's "fast relief" today.

Luden's are medicated to do good flavored to taste good... only 10¢

"TASTE GOOD"—*This ad in the Oct. 21 Saturday Evening Post marks Luden's first magazine advertising in nearly a decade. Ads will also run in Reader's Digest, newspapers and supplements. J. M. Mathes Inc., New York, is the agency.*

Union Carbide Must Put Visking Back in Business, FTC Rules

WASHINGTON, Nov. 7—The Federal Trade Commission has ordered Union Carbide Corp., New York, to put Visking Corp., Chicago, back in business as an independent company.

A 4-1 commission decision said acquisition of Visking by Union Carbide through the exchange of stock on Dec. 31, 1956, enabled Union Carbide, which is the leading producer of polyethylene resins, to control a company which is the leading consumer of polyethylene resins, and the largest producer of polyethylene packaging films.

The majority decision, by Chairman Paul Rand Dixon, said mergers of this type beget additional mergers, and that at least four of Union Carbide's competitors have subsequently acquired film manufacturing companies.

■ A dissent by Commissioner William Kern said study of the hearing record shows that competition at both the resin producer and packaging film level actually increased since the acquisition. At the film level, he said, Visking's share of the market declined; there has been an expansion of facilities by competitors; and there exists a competitive situation which has produced a lower price for polyethylene film than cellophane, and there are many new entrants operating in the field.

Commissioner Philip Elman issued an opinion concurring with the majority, but arguing that the merger could have been held to be illegal without resorting to all the detailed economic analysis which the commission considered. #

Fromstein Changes Name

Fromstein & Levy, Milwaukee, has changed its name to Fromstein Associates, effective immediately. No other changes are involved at the agency.

Five States Ban Spiegels From Filling Prescriptions

The boards of pharmacy of five states have ordered Spiegel Inc., Chicago mail order house, to stop using post office boxes as mail-order depots for prescription drugs, and to halt the filling of mail order prescriptions.

The five states are Indiana, Pennsylvania, North Carolina, Maine and Connecticut. Spiegel declined comment on the actions by the states. Spiegel established Spiegel Prescription Drug Foundation to fill drug prescriptions on a non-profit basis for its credit account customers earlier this year (AA, June 26).

Esso Boosts Reitze

W. J. Reitze, formerly manager of sales engineering of Esso Standard region of Humble Oil & Refining Co., New York, has been named consumer sales manager. He succeeds W. G. Perriguey, who was recently reassigned to the marketing department of Standard Oil Co. (New Jersey), the parent company.

Seelig Elected Club Head

Leon Seelig, president of Seelig & Co., has been elected president of Advertising Agency Affiliates, St. Louis. Also elected were Fred Atkinson of Chas. W. Bolan Inc., vp; George Nagel, Geo. C. Nagel & Associates, treasurer, and Walter Ahrens, Greenway Advertising Agency, secretary.

PUBLISHER'S REPRESENTATIVES

NEW YORK
551 5TH AVE., N. Y. 17
MU 2-5253
CHICAGO
6 NO. MICHIGAN AVE.
ST 2-8996
WALTER E. BARBER CO., INC.

The people* who buy most of what you have to sell

read THE PLAIN DEALER

YOUR BEST NEWSPAPER ALL DAY IN CLEVELAND, OHIO

* *Did you know that the Cleveland Market's Retail Sales are larger than anyone of 38 Entire States?*

Represented by Cresmer & Woodward, Inc., New York, Chicago, Detroit, Atlanta, San Francisco, Los Angeles. Member of Metro Sunday Comics and Magazine Network. Eastern Travel and Resort Representatives: The Corfield Co., 527 Lexington Avenue, New York 17, New York

KIDDY SHELTER—*Shelter Mfg. Co., 1122 E. 33rd St., Kansas City, Mo., is introducing bus stop shelters for children like this with advertising space. Each shelter has 96 sq. ft. of double slant roof top area for advertising messages.*

Cook Joins Country Gardens

Delbert J. Cook has joined Country Gardens, Milwaukee canned foods processing and distributing company, in an executive marketing and sales capacity. Mr. Cook formerly served the company as a marketing consultant.

Angstadt Joins Patterson

Kermit W. Angstadt has joined Patterson-Sargent Co., Cleveland, as national advertising manager, succeeding R. F. Greywitt. Mr. Angstadt was formerly with Industrial Litho, New York.

Munce Joins Nemethy-Davis

Hugh Munce has joined Nemethy-Davis Co., Detroit, as an account executive. Mr. Munce was formerly with J. Walter Thompson Co.

D.C. Leads U.S. in Per Capita Sales of Liquor: ANPA

NEW YORK, Nov. 7—The District of Columbia led the U. S. in per capita straight whisky sales in 1960, with an average at 15.3 fifths for each adult from 18 to 64. Nevada, averaging 12.2 fifths, ranked second; Virginia, with a per capita average of 5.7, was a poor third.

(The district's big showing for straight whisky and almost all other kinds of liquor may result from its lack of fair trade laws, and the fact that buyers travel there from Maryland, Virginia and Pennsylvania.)

As for blends, New Hampshiremen led the nation, with per capita purchases of 10.6 fifths last year, while New Jerseyites, in second place, bought eight fifths per capita. In Tennessee, where tastes are a little different, the performance was poor. The people there downed a mere 2.2 fifths of blended whisky per person.

▪ National average consumption works out to 3.3 fifths per person.

These facts are reported in "For Distillers," annual publication of the American Newspaper Publishers' Bureau of Advertising Assn. The report gives a picture of state-by-state preferences for various types of alcoholic beverages, and shows total consumption, regardless of actual package size, converted to an equivalent amount in fifths. Relating consumption to population in the 18-to-64 group "enables liquor and wine marketers to look beyond total gallonage in evaluating sales opportunities," the report says.

Kentucky, home of the bonds, naturally led in that category, with 3.1 fifths per person, or about seven times the national average consumption of 0.5 fifth. New Yorkers were "below average" with 0.45 fifth of bonded whisky per person.

In scotch consumption, the District of Columbia and Nevada again headed the list with 5.9 and 2.6 fifths per person. New York and Connecticut were well up there with 2.4 and 2.1 fifths per capita. National average consumption in scotches is .96 fifth.

The District of Columbia and Nevada make the top combination for Canadian whisky too, with 2.7 and 2 fifths respectively.

New Hampshire (2.3) pops up again in the gin lists, placing second to the District of Columbia (3.9). Nevada led in vodka consumption (4.28), while the District of Columbia (2.4) and Alaska (2.3) trailed. Pennsylvania (0.3) was the smallest of the vodka drinking states.

The District of Columbia also headed the rum ranks (0.9 fifth), was second with 1.5 to Wisconsin (2.9) in brandy consumption, and headed the cordial ranks with 2.5 fifths. As far as cordials go, Alabamans apparently don't take to them, using only 0.04 fifth per person. National average is 0.4 fifth.

▪ When it comes to wine, the District of Columbia is way up front with 14.2 fifths of dessert wine, trailed by New Mexico with 8.4 and Louisiana, 8.2. The capital is also ahead in sparkling wines including champagne (0.9). Nevada leads in table wines (7.1) with Oregon (6.84) and California (6.83) almost tied for second place. And you can tell which is cocktail country from vermouth consumption in New York (1.04) and Connecticut, with 1.

The report also lists newspaper advertising expenditures, 1955 through 1960, by distillers and wineries. The breakdown includes newspapers and towns not measured by media records.

The report also carries beer, wine and liquor ad expenditures in six major media since 1938. #

COLLEGE RECRUITING—*Ford Motor Co. is reaching out for top college students in a two-year series of ads describing its engineering and science achievements. Ads ran in Science World and Scholastic Oct. 25, and will run in some 100 publications in November. Kenyon & Eckhardt, Detroit, is the agency.*

Add Non-Automotive Merchandise, Weiss Tells Gas Retailers

NEW YORK, Nov. 7—The nation's gas stations were urged here to scrap "decadent" merchandising tactics and to go after more non-automotive business.

The suggestion was made at a petroleum seminar at New York University by E. B. Weiss, vp and director of special merchandising service of Doyle Dane Bernbach and an ADVERTISING AGE columnist.

He said the "slow drift" toward non-automotive merchandising among retail gas men has been "accelerating."

▪ Mr. Weiss said the gas station is probably "second only to the food store in its nationwide total of traffic." Then he asked if five-and-dimes, food supers, and drug chains were "all wrong" in diversifying their inventories. "Is everyone out of step but Jim?"

He also questioned whether stations, which once sold only gas and oil, "were hurt when batteries, tires and other items were added." Gas retailers are in a strong position because "over half the nation's total retail volume is now done after 4:30 p.m. Why not capitalize on your long hours with non-automotive lines?" The Sunday retailing trend was another plus, he said.

"However, the gas station is too seldom laid out for really *effective* selling of non-auto merchandise."

Asher Aims Ads at 'Entire Male Market'

NEW YORK, Nov. 7—The Asher Co., men's wear manufacturer, is launching a $100,000 advertising campaign to go after the entire male market—"regardless of age, attitudes, aspirations or anatomy."

Using its familiar "Slacks appeal by Asher" tag, the company is using two different ad sizes to the consumer and to the trade. The consumer ad is a b&w one-column, with individual photo situations involving teens, youths, exec types or middle agers. The other, a b&w page, bumps the same four photos vertically to form a large halftone area and has this copy switch: "Will you get *your* man this spring?"

The business schedule includes *California Men's and Boys' Stylists* and *Men's Wear;* consumer ads will run in spring and summer editions of the *New York Times* "Report on Men's Wear," *Playboy* and *Sports Illustrated*. Chester Gore Co. is the agency. #

Aqua-Lectric Names Stevenson

Aqua-Lectric Inc., Minneapolis, manufacturer of heating systems, has named Stevenson & Associates, Minneapolis, to handle its advertising and public relations.

WHIM Names Broadcast Time

WHIM, Providence, R. I., formerly handled by Peters, Griffin, Woodward, has appointed Broadcast Time Sales its national representative.

Pay-Less Shoes on Ziv Show

Ziv-United Artists TV Co., New York, has sold "Everglades" to Pay-Less Self Service Shoes, a Texas chain, for showing on KZTV, Corpus Christi, and KTBC, Austin.

1020' above average terrain

the extra 377' and new maximum power transmitter means 3217 square miles added with more TV homes than ever before:

NEW TALLER WOC TV TOWER

SERVING THE QUINT CITIES
DAVENPORT BETTENDORF IOWA
ROCK ISLAND MOLINE EAST MOLINE ILL.

WOC-TV Channel 6
D. D. Palmer, President
Raymond E. Guth, General Manager
Pax Shaffer, Sales Manager
Exclusive National Representatives
Peters, Griffin, Woodward, Inc.

the newspaper that GROWS ORANGES

Today, Orlando and Central Florida have a strong, diversified economy ranging from Cape Canaveral's moon mission to the hill country's citrus.

■ A few years ago oranges ranked as the No. 1 item in our economy (and they still make up a mighty big $200 million-plus item).

■ We figured the best way to learn about this important economic arm of ours was to get into it and get our feet wet.

■ So we planted an orange grove . . . 20 years ago . . . sold it to our employes at $100 down and $2 a week. When the grove was later sold, some stockholders — a pressman, for instance, made $70,000 or about 10,000 pct. profit. A bookkeeper made $27,000, etc.

■ We had to sell it because the smart boys bought up the stock from the unsmart boys — the purpose of the project being lost.

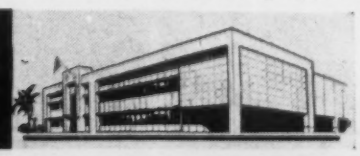
■ Later the newspaper planted another grove and then a third to increase our knowledge of this vital Central Florida industry. But the newspaper planted these later groves on its own inasmuch as costs and hazards had become so great that the paper did not want to risk employes' funds.

■ And what of the employes?

■ We substituted a profit-sharing plan for orange growing for all our employes. This fund now nears a half million dollars and is beefed up every year by $50,000 and higher contributions.

MARTIN ANDERSEN
Editor/Owner/Galley Boy/Orange Picker

Orlando Sentinel-Star
ORLANDO, FLORIDA



GATEWAY TO THE MOON ■ ORLANDO SERVES CAPE CANAVERAL

Advertisement

IT'S ALWAYS VACATION TIME in Vermont! And the money tourists spend in this 4-season vacationland helps keep Vermont a Sweet Market. With one order, one bill, one buy, you can beam your sales message through the six key dailies that blanket the area where 93.9% of the state's $652 million buying power originates. For details, write: VERMONT ALLIED DAILIES, Rm. 515, Statler Office Bldg., Boston, Mass. (Sales Management figures.)

IMAGE-BUILDER—*To improve its consumer image as a supplier of quality merchandise, Blue Chip Stamp Co. has scheduled outdoor posters at more than 1,000 locations in California and in Las Vegas. Backing the outdoor campaign is a spot tv schedule in major cities. J. Walter Thompson Co., Los Angeles, is the agency.*

McKay Buys Outdoor Company

G. A. McKay has purchased the outdoor advertising plant in Norfolk, Neb., from Stoner System. Mr. McKay owned and operated G. A. McKay Co. in Lincoln, Neb., from 1940 until 1959, when it was purchased by Naegele Outdoor Advertising Co., Minneapolis. Naegele sold its Nebraska interests last month to Stoner System.

Rug Cleaners on ABC Radio

National Institute of Rug Cleaning has signed as a sponsor of Don McNeill's "Breakfast Club" on ABC Radio, New York, one day per week for 26 weeks, started Oct. 30. Funds for the campaign have been contributed from among the Institute's 700 members. Richmond Advertising Service placed the order.

N. Pacific Boosts Gustafson

Walter A. Gustafson has been appointed manager of the advertising and publicity department of the Northern Pacific Railway, St. Paul, succeeding L. L. Perrin, who has retired after 35 years with the railroad. Mr. Gustafson previously worked in the sales promotion department of Brown & Bigelow 17 years.

Intercontinental Boosts Bader

David Bader, formerly national sales manager of Intercontinental Television, New York, a distributor of foreign films for tv and a subsidiary of Continental Distributing, has been promoted to vp in charge of sales. He succeeds John Leo, who resigned to go into business for himself.

An imaginative few of the
READING, VIEWING and LISTENING PUBLIC
may try to interpret your copy or script to be

LIBEL, SLANDER, INVASION OF PRIVACY, VIOLATION OF COPYRIGHT, PIRACY or PLAGIARISM

Good timing suggests being ready for such events by having our Special **EXCESS INSURANCE** before the claim arises. It is adequate for its special purpose and reasonable in cost.
For details and rates, write

EMPLOYERS REINSURANCE CORPORATION
21 W. Tenth, Kansas City, Mo.
New York, 107 William St. · Chicago, 175 W. Jackson · San Francisco, 100 Bush St.

Ogilvy Bucks Trend; Joins Time-Life Unit in Cooking Up TV Show

NEW YORK, Nov. 7—Advertising agencies may be moving back into the creative side of television programming, judging by the latest move announced by Ogilvy, Benson & Mather.

Spurred by FCC Chairman Newton N. Minow's cry for more creative programming, Ogilvy conceived a new program idea, interested some of its clients in it and then talked Time-Life Broadcast into cooperating in its production. Now the joint effort is being offered to the networks as a weekly half-hour series for 1962-'63.

Called "Speaking of People," the new program would adapt the newspaper and magazine feature story technique to television. Current human interest stories, as appearing in *Life*, would provide material for the series, which would include film, tape and live portions.

Idea for the show was developed "to bring the immediacy of television to news features," OB&M told ADVERTISING AGE. The agency would not name the interested clients at this time.

Several agencies—among them Batten, Barton, Durstine & Osborn, and Benton & Bowles, already are quite active in developing tv packages for their clients. #

Test Under Way for New Herb-Ox Onion Bouillon Cubes

Pure Food Co., Mamaroneck, N. Y., is introducing Herb-Ox onion bouillon cubes via newspapers and radio in nine northeastern states. Two of the cubes equal the flavor of half an onion, the company says, and can be used for making soups and as a seasoning in recipes calling for onion.

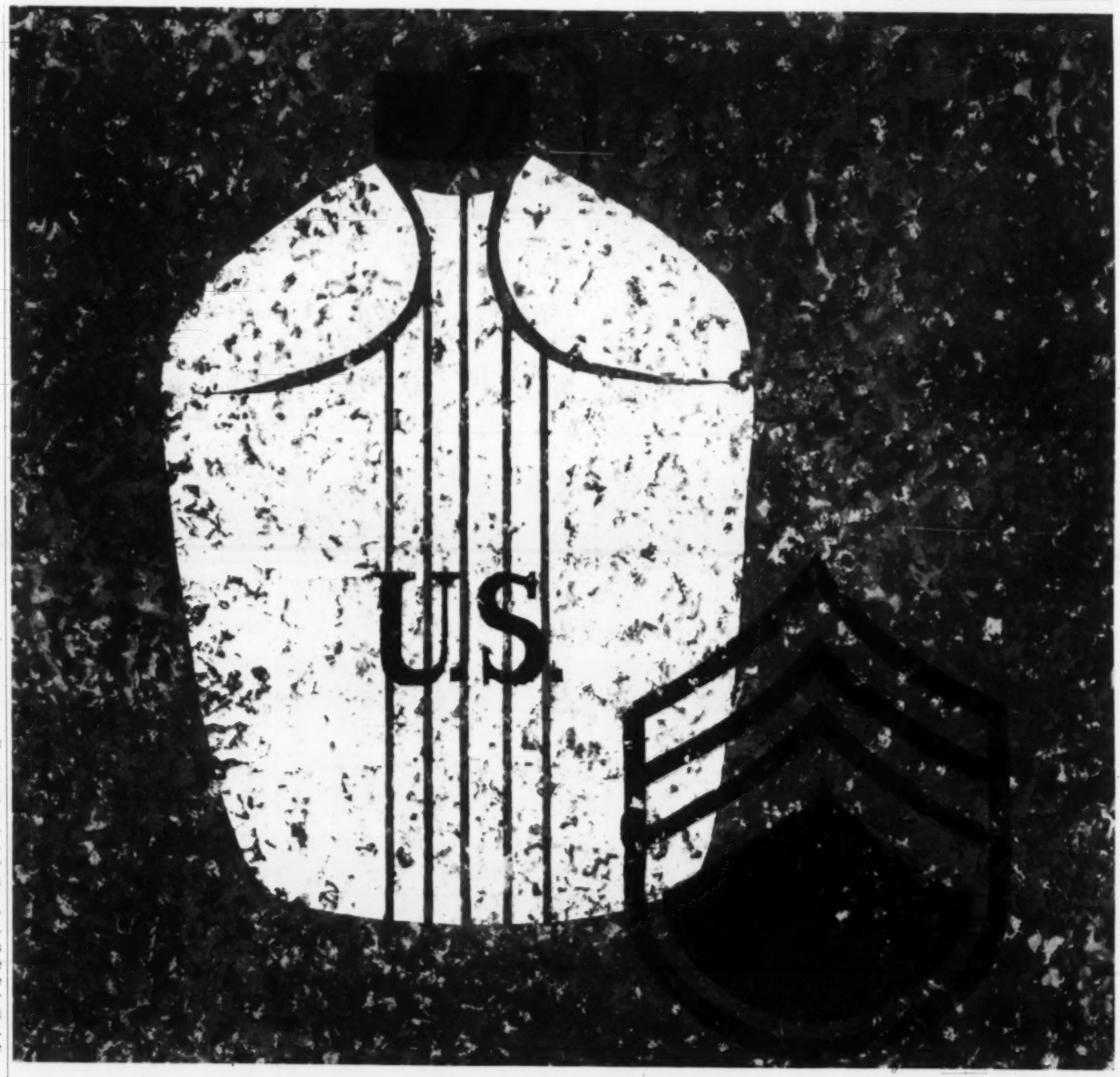
A six-week test campaign is now under way, using three to five insertions in newspapers in 26 cities and spot radio in five cities. The test campaign will run through the end of November. A consumer magazine campaign is planned after the first of the year. J. M. Mathes Inc., New York, is the agency.

Kudner Boosts Three

Kudner Agency, New York, has elected Henry Yaris, account executive, and John P. Little, account supervisor, vps. Howard Colwell, who joined the agency in 1959, has been named copy chief of Kudner, a post vacant for 18 months. Kudner also has named Stanley Burger, formerly with Doyle Dane Bernbach Inc., to its media department.

Buckley Names Buckley

Buckley Organization, Philadelphia, agency specializing in direct mail, has elected Earle A. Buckley Jr. president. Mr. Buckley, formerly exec vp and treasurer, succeeds his father, Earle A. Buckley, who moves up to chairman of the board.



20 YEARS AGO ON WBNS RADIO

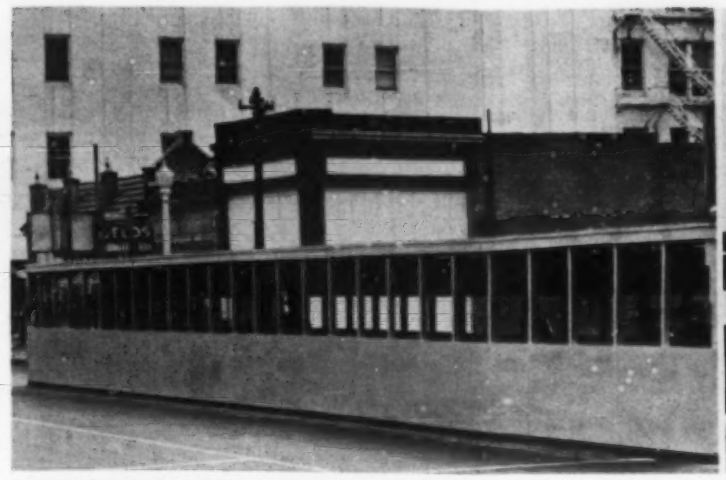
From 1-A to 4-F, draft classifications were a vital concern of our nation in 1941. Young men by the hundreds of thousands were moved out of civilian life and into a military world of chow lines, canteens and kitchen police. WBNS Radio kept everybody up to the minute.

In Central Ohio, moving was an old story to Trowbridge Storage Company. They'd been at it since 1892. In 1941, Trowbridge began advertising on WBNS Radio, and since then the demand for its services has increased each year. Small wonder then, the one thing Trowbridge refuses to move is its spot schedule on WBNS.

Year-after-year renewals by home town folks who know us best are impressive testimony to the power of WBNS Radio. Ask John Blair.

Trowbridge-Mayflower Storage Co. van. Since starting its WBNS spot schedule 240 consecutive months ago, this advertiser has helped move in many of the more than 130,000 newcomers to our community.

WBNS
COLUMBUS, OHIO
Represented by John Blair & Company



CONSTRUCTIVE IDEA—*When construction began for the new Union Bank Bldg. of Fort Worth, conventional walkways were put up around the site, as shown on left. However, the bank and its agency, Crandall Corp., put their heads together and came up with the idea of designing the walkway like an old-fashioned trolley, as shown on the right, with a plug for the bank on the side.*

Tavern Owner Pours 1% of Sales into Ads, Liquor Men Are Told

NEW YORK, Nov. 7—The average tavern owner spends as much on laundry as he does on advertising, according to a tavern operations chart presented by Theodore P. Von Bosse, partner in Margolis, Finkel, Von Bosse & Co., Philadelphia, at the 12th annual convention of the National Licensed Beverage Assn. here.

Since the average tavern owner spends 1% of his sales on laundry, advertising shapes up as a pretty minor part of his expenses. Advertising, according to Mr. Von Bosse, includes newspaper ads, donations, direct mail, promotion, giveaways, etc.

He said the breakdown probably was the only one of its type developed so far.

"I consider 20% to be a fair profit. To earn much less does not make it worth while to be in business," he added.

■ The cost of merchandise sold by taverns (which includes the cost of wasted, stolen or spoiled goods) averages 50% of sales. Wages and fringe benefits come to some 23%. Depreciation comes to 2%, and licenses and taxes to 1%. Rent takes 6%, repairs and fixtures 1%.

"The net amounts to 18% of the sales dollar in the average tavern, leaving 9% after the owner's draw and income taxes."

Mr. Von Bosse's view of the profits: "I think they are terrible." He urged, among other things, that tavern owners feature brand names to get their profits up. "The public is pre-sold on them, and has confidence in them and the establishment that serves them," he said. #

'Canadian Controls' to Become Bi-Monthly in February

Maclean-Hunter Publishing Co. Ltd., Toronto, will publish *Canadian Controls & Instrumentation* bi-monthly, effective with the February, 1962, issue. The publication was previously launched as an annual (AA, March 20). Advertising rates for a one-time b&w page will be increased from $360 to $395.

Edelman Names Howlett VP

David L. Howlett has joined Daniel J. Edelman & Associates, Chicago, as a vp. Mr. Howlett was formerly vp in charge of public relations of Geyer, Morey, Madden & Ballard, Chicago.

Abbott Promotes Ledder

Abbott Laboratories, North Chicago, Ill., has promoted Edward J. Ledder Jr. from assistant director of sales to director of pharmaceutical marketing.

Still Need Copy Men Despite All-Picture Trend, Buchen's Blatchley Tells Writers

CHICAGO, Nov. 7—The copywriter—"Shakespeare's descendant"—isn't the technological victim of the camera, despite advertising's trend to mostly pictures and less copy, Alin Blatchley, creative director, Buchen Advertising, told the Chicago Technical Writers & Editors.

"Many people—even those in advertising who should know better—think of a copywriter as a guy who fills all that space at the bottom of the picture with as many words as he can get into it," Mr. Blatchley said.

"Even if an ad is all picture, with not one word in it, a copywriter would still be needed—to supply the idea the picture is trying to communicate. Where else would ideas come from? No one else in an agency is equipped to supply them."

■ Referring to the recent ADVERTISING AGE survey (March 27 *et seq.*) which showed advertising as a profession less highly regarded than medicine and law, he said, "I don't care if my neighbors think my profession stinks, as long as they think I'm okay as an individual. I happen to think, although many of my friends are doctors, that medicine stinks as a profession."

Mr. Blatchley described agency managements' lament that young men are not flocking to advertising as "crocodile tears," reminiscent of "the crocodile tears wept by British mine owners back when children under ten were no longer allowed to work in the mines.

"Maybe the youngster's old man was in advertising and he had a good look at how the profession treats its older members and wanted no part of it," he said.

■ If you've reached 50 without owning an agency or being at least a senior vice-president, he said, "you'd better pick another profession in which to spend your declining years."

Agencies, no matter how scientific their research and internal operations, "are all pretty much Congo witch-doctors when it comes to hiring people," he said.

"The agency which has the most scientific system of testing prospective personnel also happens to have the biggest turnover." #

Westinghouse Appliance Unit Appoints Smith, McDonald

Westinghouse Electric Corp., Columbus, has appointed Leonard W. Smith manager of future programs of its major appliance division and

Leonard W. Smith

David L. McDonald

David L. McDonald merchandise manager of the division, effective Dec. 1.

Mr. Smith was formerly merchandise manager. Mr. McDonald formerly was with Dancer-Fitzgerald-Sample.

Grafaire Agency Opens

Brunner Inc., Memphis, creative printing company, has established Grafaire Agency, with offices at 1010 Jefferson Ave., Memphis. Francis J. Brunner, president of Brunner Inc., is president of the new marketing and advertising agency. Other officers include H. Dean Flynn, exec vp; J. L. Klein, vp; and R. E. Hisky, art director.

Lobou Joins Hagan Publishing

Hagan Publishing Corp., Montclair, N.J., has appointed Alan Lobou district manager of *Architectural & Engineering News*. Mr. Lobou, formerly production manager with Reinhold Publishing Corp. and vp of International Communications, will headquarter in the New York office.

Appoints John Leonard

The Male Fashion Council, 437 Fifth Ave., New York, which will organize and promote the male fashion panorama at the New York 1964-'65 World's Fair, has appointed John T. Leonard coordinating director. Mr. Leonard was formerly with Crane Co. and with Hearst Magazines.

B+C

. . . means

Bertsch + Cooper

. . . it also means Chicago's largest, complete typographic service facilities

Type faces used are:
Modified Century Schoolbook with Bold

Fort Wayne Metro Area CSI Per Family is 38th in Nation

This and hundreds of other facts on our 15-county market area in the new 32-page Golden Zone book. Write for your free copy today.

FORT WAYNE
INDIANA'S GOLDEN ZONE

FORT WAYNE NEWSPAPERS, INC., Agent

The News-Sentinel • THE JOURNAL-GAZETTE

Represented by Allen-Klapp Co.—New York—Chicago—Detroit—San Francisco

Advertisement

THIS CAREER GIRL KNOWS that the most economical, effective way to boost sales in the Sweet Vermont Market is with the Vermont Allied Dailies. Just one order, one bill, one buy, and your message appears in the six key dailies that reach the part of Vermont where 93.9% of the state's $652 million buying power originates.

Write: VERMONT ALLIED DAILIES, Rm. 515, Statler Office Bldg., Boston, Mass. (Sales Management figures.)

5 Agencies Bid for L.A. Water Power Account

Edelstein Favored, but Compton, F&S&R, Wade, Weinberg Have Hopes

LOS ANGELES, Nov. 10—Gently joking, earnestly sincere, conservatively suited executives of five agencies turned up at the offices of the Los Angeles Department of Water & Power yesterday with hopes of flip-carding their way into handling the department's $400,000 advertising account.

The presentations were directed at more than a dozen representatives of the department—few of whom displayed much knowledge of advertising practices—and lasted only about three-and-a-half hours. Agencies involved in the presentations session were Compton Advertising; Edelstein & Associates; Fuller & Smith & Ross; Milton Weinberg Advertising; and Wade Advertising.

■ The account was thrown open to general solicitation after local newspapers charged that the business was to be removed from the current agency, Robinson & Haynes, and deposited at an agency operated by Irvin Edelstein. Mr. Edelstein served as Mayor Sam Torty's press agent during the city's recent election.

At yesterday's session three of the five agencies limited themselves to a "this-is-our-agency" type pitch. Compton ticked off facts and figures about the agency (billings of more than $110,000,000), emphasizing its experience on electrical and appliance accounts. These include the Edison Electric Institute and Hotpoint appliances. Fuller & Smith & Ross described itself as an "all electric agency," and like Compton played up its electrical and appliance business, and roughed out several possible angles for a new campaign. The agency said it billed $50,000,000 over-all, $3,500,000 in Los Angeles.

■ Also avoiding speculative presentations was Milton Weinberg, who said he came without "flip cards and mumbo jumbo" and that he would limit himself to a description of his agency ($4,000,000 billings). Much of the Weinberg presentation, however, was devoted to a slashing attack on advertising associations, particularly the American Assn. of Advertising Agencies. In response to a query by the board as to whether he holds membership in the organization, Mr. Weinberg said he spends his spare time "working for hospitals and charity," rather than attending conventions, "where they do nothing but drink and run crap games."

More speculative presentations were conducted by the Edelstein and Wade agencies. Mr. Edelstein, who is still the odds-on favorite to land the account, presented a batch of ad roughs and sample radio spots. His suggested campaign theme was, "Me own an electric company?" He emphasized the smallness of his agency and asserted that "even the largest agency would provide the board with a small account fee."

■ The longest and most detailed presentation of the day was conducted by Wade Advertising, which showed up with six people. Wade suggested an advertising and promotion campaign based on a consumer study of appliance uses and on the "Live Better Electrically" program. #

TOBACCO THEME—*Liggett & Myers has dropped the "coolness" theme for its Oasis menthol filters and is emphasizing the tobacco in ads beginning in Life Nov. 17 and Look Dec. 5. J. Walter Thompson Co. is the agency.*

15% Commission Overrated, Frey Tells AMA Group

(Continued from Page 1)

add to the store of basic marketing knowledge.

"We should be more impatient than we are with our progress in raising the level of significant marketing knowledge," Dr. Frey said. "We should be unhappy with our present standards of marketing knowledge."

Dr. Frey said he had recently completed a survey for Thomas McCabe, head of Scott Paper Co., to determine the feasibility of establishing some sort of organization—perhaps an Institute for Science in Marketing—which would devote its entire attention to developing marketing knowledge.

"We talked with some 60 to 70 top marketing and management executives and educators and found them almost unanimously and enthusiastically in favor of such a move," Dr. Frey said.

■ William B. Reynolds, vp in charge of research at General Mills, took issue with "a few marketing experts who seem to feel that total marketing concept means turning management of all aspects of the company's business to them."

These people are delighted by articles such as Theodore Levitt's on "Marketing Myopia" which appeared in the July-August, 1960, *Harvard Business Review*.

"That this article is filled with sweeping generalizations based upon factual distortion seems to escape them," Mr. Reynolds said.

"To emphasize the marketing myopia of the oil industry, Mr. Levitt pointed out that gasoline users strongly dislike the bother, delay and experience of buying gasoline," Mr. Reynolds said. "Hence, the industry must quickly develop an efficient, long lasting fuel to eliminate filling station stops.

"I might point out to Mr. Levitt that there is also great popular demand for a safe, economical magic carpet and a really workable Aladdin's lamp.

■ "Where does Mr. Levitt suggest we look for this magic fuel? Atomic energy? Fuel cell? Solar devices?

"The petroleum companies are in the business of producing and upgrading oil. A company must put its research dollars into technological areas with the maximum chance of success. Otherwise, like Ponce de Leon, they will die withered and frustrated." #

Last Minute News Flashes

Gulftane, Esso Plus Bow as Oil Marketers Battle

NEW YORK, Nov. 10—Stiff gas price competition by independents was reported in the four markets where Gulf Oil introduced its new Gulftane economy fuel, designed to be 2¢ and two octane ratings below regular Gulf. But Gulftane was being pumped for 20.9¢ in Buffalo, 22.9¢ in Indianapolis, 25.9¢ in Norfolk and 20.9¢ in San Antonio. Humble Oil & Refining, meanwhile, offered consumers a new three-grade system in Texas, Pittsburgh and Norfolk-Newport News. It has a mid-grade gas (called Enco Plus in Texas and Esso Plus in the East) aimed at "compact and standard" auto owners. Humble's Super-Premium Golden Esso Extra has been dropped only where the new grade appears.

Grant Adds Cruise Line, Paradise Island

MIAMI, Nov. 10—Grant Advertising has acquired the $150,000 account of Eastern Steamshipping from Agey Advertising and has named Fred J. Roth, who handles Bahamas Development Board, as account executive. Eastern's budget will go to $200,000 in 1962 because of the addition of a fourth cruise ship. The outlay will be split 80% to newspapers, 15% to magazines and 5% to local radio. Grant also has added Paradise Island, new resort off Nassau, billing $50,000.

Lever Moves Jim Dandy; Other Late News

• **Lever Bros.** in Canada has moved the Jim Dandy account from Kenyon & Eckhardt to MacLaren Advertising. The account bills an estimated $250,000 a year. Jim Dandy is the Canadian version of Handy Andy, Lever's entry in the all-purpose cleansing liquid field.

• **National Cotton Council of America,** Memphis, which has been interviewing agencies for six weeks, expects to reach a decision by Nov. 30. Among agencies still under consideration is Douglas D. Simon Advertising, New York, which has handled the account since 1953. Billings are currently about $250,000, but a "substantial increase" is forecast.

• **Schenley Industries,** New York (Norman, Craig & Kummel), has expanded its tv schedule for Dubonnet wines to include KHJ-TV, Los Angeles; WTTG-TV, Washington; and WFIL-TV, Philadelphia, with other markets planned. The drive is running on three radio and three tv stations in New York. WCBS-TV and WNBC-TV, New York, turned down the commercials last spring because of a tagline—"Another product of Schenley elegance." Radio-tv will get most of Dubonnet's $600,000 fall and winter budget.

• **Robert F. Anthony**, formerly in the market research department of Rossi & Co., Detroit agency, has been named marketing director of Denman & Baker, Detroit.

• **Robert F. Parsons** has been named director of marketing of the plumbing, heating and air conditioning group of Crane Co., New York. He has been with the company since 1950. Mr. Parsons succeeds Alex K. Tinker, who has been named to the new post of manager of distributor development.

• **Food & Drug Administration** is circulating a proposed drug labeling regulation which specifies that side-effect information for prescription drugs must be disclosed in at least 8 pt. type.

• **Transfer of WNTA-TV,** Newark, to an educational syndicate has been blocked by the Washington court of appeals (AA, Oct. 30), and unless the FCC can get the court's stay lifted by Nov. 27, either party to the sale may pull out of the agreement. The court acted on a protest by the state of New Jersey, which contends viewers would lose the Newark area's only commercial outlet.

• **Herbert M. Shayne,** product manager of Dove toilet bar at Lever Bros., New York, has been promoted to the new post of new products manager of the Pepsodent division.

• **James Conley,** formerly general sales manager of WCAU-TV, Philadelphia, has been appointed vp and general sales manager of ABC-TV National Station Sales, succeeding Edwin T. Jameson, who resigned.

• **Conde Nast Publications,** which bought Street & Smith in 1959, will merge it into the parent company in late 1961; some personnel will be dropped in the course of the "accounting and legal" step. Conde Nast's *House & Garden Incorporating Living*, to appear in January, has named Charles Coffin, formerly *Living's* advertising director, associate ad director of the combined book. Eugene Bay, previously *H&G* eastern ad manager, has been appointed ad manager. John Camph continues as senior ad executive. A new *H&G* semi-annual remodeling guide, incorporating *Living's* current remodeling semi-annual, will bow in the spring, at $1.25 a copy. Page rates are $1,200 for b&w and $1,800 for four-color.

• **Tidy House Products Co.,** Minneapolis, a division of Pillsbury Co., is testing Mighty Mix, a pre-measured soluble two-part washing packet, in Syracuse. McCann-Marschalk is the agency.

• **Life** for Nov. 17 will carry the biggest advertising dollar volume in magazine history—$5,200,000. Previous high was $5,190,000, carried in the Oct. 10, '60 *Life*.

• **Assn. of National Advertisers'** broadcast subcommittee has drafted a statement of suggestions as to how the tv networks can shorten such non-entertainment, non-advertising material as promos, credits and titles, which have irked viewers and contributed to charges of overcommercialization. The statement must be approved by the ANA board at its early December meeting.

• **Schenley Industries** has laid out a two-year, $21,000,000 advertising program, according to Edgar R. Deutsche, vp and director. The campaign will promote whisky aged longer than has been customary for American whisky. Details were not available about which of Schenley's five agencies will handle the promotion.

• **White Stag Mfg. Co.,** Portland, Ore., is "about 99% set" on naming a new agency, a West Coast one, next week to handle its ski and girls' wear divisions, succeeding E. A. Korchnoy Ltd., New York. The account bills between $150,000 and $175,000. Ellington & Co., New York, will continue to handle the women's wear division, which bills about $350,000.

Drug Price Fix Not Proved, FTC Examiner Rules

WASHINGTON, Nov. 9—The badly battered pharmaceutical industry won a striking vote of confidence this weekend in a Federal Trade Commission examiner's initial decision which dashes cold water on charges of a price-fixing conspiracy to keep prices of broad-spectrum antibiotics at non-competitively high levels.

The industry has been blasted time and again by Sen. Estes Kefauver (D., Tenn.) for the identical practices which the examiner's ruling gave a clean bill of health.

Moreover, three of the companies and three of their top executives are currently awaiting trial on identical criminal anti-trust charges filed by the Department of Justice last August, long after the Federal Trade Commission hearing had been completed *(See "In Washington," AA, Sept. 4)*.

■ The decision by Examiner Robert L. Piper deals with charges that six major manufacturers and distributors of "wonder drugs" used patent arrangements to monopolize the industry, fix prices and eliminate competition. On the basis of 11,000 pages of testimony, and 8,000 pages of exhibits, Mr. Piper declared, "there are isolated items of evidence which, standing alone and without explanation, might cause suspicion or speculation of conspiracy. However, speculation and suspicion cannot replace proof."

FTC contended that by withholding information from the Patent Office, six drug companies enabled Chas. Pfizer & Co. to get a patent on Tetracycline, although —according to FTC—the drug was not patentable. Once the patent was issued, FTC said, all six companies, under Pfizer licenses, attempted to monopolize the field.

In addition to Pfizer, companies involved in the FTC case are: Bristol-Myers Co.; Bristol Laboratories; Olin Mathieson Chemical Corp.; Upjohn Co.; and American Cyanamid Co.

■ In an extensive discussion of the price conspiracy question, Mr. Piper said the fact that the companies knowingly had identical retail prices was not sufficient to prove illegal conscious parallelism. The examiner said that in his opinion the identical price resulted from efforts to meet competition.

The record discloses a homogeneous and, indeed, identical product, Tetracycline, he argued. Demand was inelastic. Customers were hospitals and doctors, and their needs were determined by the incidence of disease.

"Consequently, among established competitors, as here, if only one reduced its price for the identical product, inevitably it would have been the brand purchased. If competitors did not reduce prices they would lose sales, so economically they were compelled to do so. Thus, the original price reduction proved self defeating."

■ The fact that retail prices were identical is understandable, he said. "Such prices were set unilaterally in order to meet the competition of already entrenched marketers. It was not possible to sell the identical product at a higher price, and it was self defeating to offer the product at a lower price because this was quickly met by competitors and resulted in a lower dollar return without a proportionate increase in sales because of the inelastic nature of the demand." #

Screen Ads Even Harder Than FTC Does, FCC Warns

(Continued from Page 1)

inappropriate to single out broadcasters.

Except for the discussion of a "problem" situation, the material in the summary has all been previously reported by FTC in press release form. However, the amount of emphasis that should be placed on complaints reportedly received serious attention before FTC decided to include them in the summary.

■ The initial issue lists only five complaints, all in the fur labeling field. The list is preceded by a notation: "Commission complaints are simply allegations stating that the commission has 'reason to believe' that the law has been violated. The announcement signals that hearings are to be held before a hearing examiner who, on the basis of evidence presented by attorneys for the commission and by the respondent, will render an initial decision which will become the commission's decision unless the commission decides to review and change it."

In its letter to broadcasters, however, FCC made it clear that it does not intend to be satisfied with technical distinctions. "If there is submitted to a licensee advertising matter which has been the subject of an FTC complaint, he should realize that, although no final determination has been made, the advertising in question is false or deceptive, a question has been raised as to its propriety, and he should therefore exercise particular care in deciding whether to accept it for broadcast.

■ "An order issued by the Federal Trade Commission against an advertiser, which has become final, is a formal determination by that agency that the particular advertising in question is false and deceptive. Should it come to the [FCC's] attention that a licensee has broadcast advertising which is known to have been the subject of a final order by the FTC, serious questions would be raised as to the adequacy of the measures instituted and carried out by the licensee in the fulfillment of his responsibility."

FCC warned: "In this regard, particular attention is directed to the fact that licensees' responsibility is not limited merely to a review of the advertising copy submitted for broadcast, but that the licensee has the additional obligation to take reasonable steps to satisfy himself as to the reliability and reputation of every prospective advertiser and as to his ability to fulfill promises made to the public over licensed facilities.

■ "The fact that a particular product or advertisement has not been the subject of FTC action in no way lessens the licensees' responsibility with regard to it. On the contrary, it is hoped that the information received from these 'Alerts' will make it possible for licensees to recognize questionable enterprises, claims, guarantees and the like and, where deemed inappropriate to broadcast, to bring them to the attention of the FTC for possible further investigation." #

PCS Names Byrde, Richard

Byrde, Richard & Pound has been named to handle advertising for PCS Data Processing, New York, an electronic accounting and statistical service. There was no previous agency. The client will use 100-line ads in *Journal of Commerce*, *New York Times* and *Wall Street Journal*.

Develop 'Equitable' Rate Setup, Watrous Urges Broadcasters

CHICAGO, Nov. 10—The need for "an equitable manner" of charging for commercial time was stressed at the Illinois Broadcasters Assn. meeting today by David G. Watrous, chairman of the executive committee of Foote, Cone & Belding.

"Everyone insists on buying radio during the driving hours," he said, "and everyone insists on buying television during peak evening hours." In this situation, he added, pricing is wrong—rates are too low in peak demand periods and too high in other periods.

"Some day," Mr. Watrous said, "somebody is going to develop a rate structure based on selling the choicest spots basically in one way: To the highest bidder.

■ "In time, I hope, it may be possible to develop a rate structure based strictly on audience. As with print media, the advertiser would enjoy any bonuses in audience that came his way, and would be credited with time or dollars if ratings fell below the required minimum."

Mr. Watrous also listed some broadcast ad goals for the next decade: Improved programming to reach better prospects; increased attention value of programs and ads; increased believability; more marketing information; and improved merchandising assistance by stations. #

FDA Puts Squeeze on Frozen Orange Juice Labeling

(Continued from Page 1)

plea that there is no way to relabel the frozen concentrate without repacking the entire crop.

■ In advance of actually carrying out additional seizures FDA has not disclosed the brands of frozen orange juice which are under attack. In most instances, however, the controversy rages around the use of expressions such as "contains the equivalent of 12 oranges."

In a speech last week to the 2nd Annual Attorney General's Consumer Protective Conference in Detroit, Kenneth L. Milstead, deputy chief of FDA's bureau of enforcement, said the six-ounce cans actually contain the equivalent of not more than six oranges. He commented: "The advertising departments call such claims puffery. We call them falsehoods. Is it any wonder that consumers are starting to complain loudly about such misrepresentations?" #

'Plant Management' Adds Electrical Maintenance Section

Electrical Maintenance & Engineering, a bi-monthly publication serving the electrical engineering and maintenance personnel of industrial plants, will become a special section of *Plant Management & Engineering*, Wheaton, Ill., effective with the January issue, it was announced by William F. Schleicher, publisher, and Jack Morrison, associate publisher of *Plant Management & Engineering*.

Mr. Morrison recently joined Hitchcock Publishing Co., publisher of *Plant Management & Engineering*, after heading his own company, which published *Electrical Maintenance & Engineering*. Prior to starting his company he was western sales manager of *Plant Engineering* and *Power Engineering*, published by Technical Publishing Co.

Pillsbury
NOW
CASSEROLE MIXES
FROM PILLSBURY!
1-2-3 big favorites made into mixes! So new you may have to ask for them. So easy you'll hardly believe it. So good you'll use them again and again.
Savory Noodle Casserole Mix
Tomato Rice Casserole Mix
Golden Macaroni Casserole Mix

TEST—*This is the first of two newspaper ads Pillsbury is using for its new casserole mixes in the West Central region. The second ad will have a 10¢-off coupon. Three-fifths color pages in supplements will follow. Campbell-Mithun, Minneapolis, is the agency.*

Chilton Shares Topics Buy with 'Modern Medicine'

(Continued from Page 2)

Medicine Inc., Minneapolis. This Topics division publishes *Drug Topics*, *Drug Trade News*, *Drug Topics Red Book*, *Pink Book* and the *List Book*. Publisher of these is Mrs. Cook's son-in-law, Harrison S. Fraker, former Topics president. Mr. Fraker had been named head of the newly formed drug division after Chilton acquired the company.

■ While Mr. Tomlinson and Mr. Fraker will continue their old associations with the Topics publications, Robert Sartorius, another son-in-law of Mrs. Cook, plans to resign from his post as ad manager of *Drug Trade News* and *Food Field Reporter* in the next few months.

It was understood Chilton won out in the long negotiations because Mrs. Cook was reluctant to sell the company piecemeal. She has been co-trustee of the company with the Grace National Bank since the death of her husband.

Chilton nudged out bidders such as Southam-Maclean Publications, Toronto; Haire Publishing Co.; and Reuben H. Donnelley Corp., largely because of its long and close association with Topics.

Chilton President G. Carroll Buzby said *Modern Medicine* had been "considered partners from the outset" in his negotiations with Topics, and that the decision to enter joint ownership was "not a sudden aftermath" of the acquisition.

■ M. E. Herz, *Modern Medicine* publisher, told ADVERTISING AGE that his organization had contemplated the joint purchase for "a matter of a couple of months."

"We are buying the publication jointly, on a straight 50-50 basis," he said. *Modern Medicine* was never interested in any portion of Topics Publishing but the drug end, he said. #

Brown Joins Gussin

Martin Brown, formerly studio manager of Grey Advertising, has joined Lawrence Gussin Co., New York, as an associate.

Dow Jones Sets 'National Coverage'; Western 'N.Y. Times' Due in Late '62

(Continued from Page 2)

Dallas, Cleveland, Chicago, and San Francisco. This array of dispersed equipment, plus Dow Jones' news gathering staffs and distribution facilities, prompted the development of the national Sunday newspaper. According to Mr. Feemster, 86% of the *Journal's* current circulation is delivered to readers around the country on the date of publication.

■ The *Observer* will be available on Sunday mornings on "thousands of newsstands" at 25¢ a copy throughout the eastern and South Atlantic states, and in "many areas" by carrier delivery. Mail subscribers, paying $10 a year, will receive their copies directly from Washington.

The newspaper will have news and articles on entertainment, the home, books, travel, health, education, music, science and sports. The *Observer* also will make arrangements for articles prepared by "leading foreign publications."

It will be "liberally illustrated" with photographs, sketches and maps. There will be no puzzles or cartoons. Also, the *Observer* will be serviced by Dow Jones' international news network plus Associated Press, United Press International, and Reuters. Picture coverage has been arranged via UPI and others.

■ Queried on a circulation goal, Mr. Feemster replied: "Forty million families, and we're serious about that. It's our potential. Perhaps, within a few years, we'll have 10% of that." Mr. Feemster said the *National Observer* would "know a large chunk" of its initial circulation by Dec. 10, and by Jan. 1, a rate card would be formulated.

He declined to spell out advertising costs, merely saying that salesmen are "talking the idea versus the dollars." Mr. Feemster confirmed, however, that a cost-per-thousand figure had been computed, and that the *Observer's* rate structure would be built around bulk and frequency discounts.

On the selling side, the *Observer* already has appointed an advertising manager. He is Quentin DiMaria, formerly associate ad manager of the *Wall Street Journal's* national edition.

■ Mr. DiMaria joined the *Journal* in 1952, and advanced to the associate post in 1956. Initially, he is operating with a six-man sales staff, working on the *Observer* alone, but this will be bolstered as the paper's coverage needs grow. For the time being, the New York and Chicago offices of the *Journal* also will house the *Observer* and staff. Offices in other cities will be kept separate from the financial daily, however.

Also, "within the next week," the *Observer* expects to tap one of three newspaper representatives currently being considered. The *Observer* declined to list the finalists, but said the winner "would have offices in several cities."

The *Journal* does not have a representative. Its general advertising staff totals 65, located in 22 cities in the U.S. plus others in London and Frankfurt.

Salada Revamps Ads, Personnel; Names McCarthy

(Continued from Page 1)

shrimp. Doyle Dane was the former agency.

The realigned advertising department of Salada saw William B. Horsey, with the company for 10 years, becoming assistant advertising manager in charge of promotion, with product responsibility for consumer and institutional sales of Salada tea. Salada is the No. 1 tea brand in New England, although only seventh in the New York market, the company said.

■ In other moves, David J. Walker, formerly a Salada product manager in Canada, and Thomas J. Mahoney, previously a product assistant with General Foods, have been appointed promotion assistants. Robert H. Weiss, who joined Salada earlier this year, has been named a promotion assistant coordinator.

When Salada tea advertising was with Doyle Dane, the emphasis was on newspapers. In 1962, the company will use radio spots, prepared by Freberg Ltd., that will be takeoffs on the Tea Council's "Take tea and see" slogan.

Advertising for Salada's six Junket desserts has not yet been decided on. The advertising budget for the division will be about $1,000,000.

Mr. Horsey said Salada tea's premium offer of RCA Victor records will be expanded to 16 titles. The original promotion offered a 12" long-playing record for $1.25 plus the guarantee panel from any package of Salada tea. The response was so favorable, Mr. Horsey said, that Salada began sending with the records a "bounce-back" offer of another six records. The "bounce-back" deal now lists 15 records.

■ The company said it is still testing a new milk drink, called Banan-O, in Rochester and Providence. Future marketing plans are undecided, Salada said. Newspapers and spot tv are being used, calling attention to the use of real bananas in the new drink. Banan-O comes in three flavors—banana, banana-chocolate and banana-strawberry. (Nestle Co. markets a chocolate and strawberry milk drink called Quik, and also is testing a banana version.) #

Peck Joins de Garmo

James S. Peck, formerly account executive of T. N. Palmer & Co., has joined de Garmo Inc., New York, as an account executive.

'N.Y. TIMES' NAMES HAUCK, ATWOOD FOR WEST COAST

NEW YORK, Nov. 9—*The New York Times* has named four more executives for its new western edition which bows in late 1962. Lawrence G. Hauck, assistant news editor since 1952, was named to the new post of editor of regional editions. Roger W. Atwood, previously assistant national advertising manager, was appointed advertising manager of the western edition. #

Roger Atwood

Carleton Adds Select Duties

George Carleton, director of sales of Select Magazines, New York, has been given the additional duties of national sales manager. John F. Meszaros, formerly national sales manager, has been named director of internal operations, a new post.

Take a Look at All Three

There are three major metalworking weeklies to consider for 1962 media decisions: Iron Age, Steel and Metalworking News.

You can't pick between two any more. Make a choice, but look at all three.

Any publication—especially in metalworking—that racks up a paid circulation of over 27,000 in its first year deserves your most serious consideration.

METALWORKING NEWS—A Fairchild Business Newspaper

THE BIG DIFFERENCE IS NEWS

Rivalry, Suburb Trend Lengthen Store Hours

(Continued from Page 4)

and Thursday evenings. But branches of at least three stores have added one to three evenings to their schedules within the past year.

One observer said the old line department stores have extended their hours because of discount houses and the large number of independents who keep store every night in the shopping centers.

John B. Murphy, president of Higbee Co., says, "The discount houses are driving us to these evening hours. We're getting no help from the papers in our plight. I think the newspapers are breaking the law by accepting and publishing these ads for Sunday store hours. We may be driven to Sunday openings too."

No chain food stores open in this county. A spokesman for the Retail Merchants Board says, "The food chains don't want to begin evening hours. They feel it will run up unit costs and cause additional managerial problems. They seem glad to have a good reason [union demands on late hours] for not opening at night."

Chicago

Downtown Chicago department stores have not changed their traditional hours as a result of discount competition, but their branch operations usually follow the crowd in the community or shopping center where they are located.

The State Street Council, a merchants' organization, said most downtown stores are open Monday and Thursday evenings, and added that there are no indications that there will be a change in this situation. Marshall Field & Co., which maintains evening hours only during the pre-Christmas season, lets its outlying stores keep whatever night hours are necessary to meet the competition.

Sears neighborhood stores maintain evening hours on Monday, Thursday and Friday, with the downtown store open Monday and Thursday nights.

■ Most food stores have more extended hours. The major chains in many areas of the city are open until 9 p.m. five nights a week, despite the fact that meat is not sold after 6 p.m. In some suburban areas, food stores are open on Sunday, but only a handful of independents are open Sundays in Chicago.

The discounters—Polk Bros., Community, Shopper's World and others—maintain evening and Sunday hours almost without exception, whether they are located in the city or in an outlying area.

Minneapolis

Minneapolis area department stores are moving to meet discount house competition by staying open longer, more evenings per week.

Donaldson's/Golden Rule, a unit of Allied Stores Corp., has made the sharpest adjustments in recent months. The downtown store in Minneapolis last month added Friday to its open evening schedule and is now operating from 9:15 a.m. to 9 p.m. Mondays, Thursdays and Fridays.

The Donaldson's/Golden Rule store in Southdale, largest suburban shopping center in the Twin Cities, shifted to a five-day 9:30 a.m. to 9:30 p.m. schedule Monday through Friday.

■ A spokesman for Donaldson's/Golden Rule acknowledged the fact discount houses are staying open until 10 p.m. "was in the back of our minds" when the changes were made.

"This is all part of the revolution in merchandising," he said. "We are finding that people want to shop together in family groups and this is possible only in the evenings. I'm surprised department stores didn't adjust their hours sooner."

■ Dayton's, leading department store organization in the Twin Cities, in August began staying open to 9 p.m. on Thursday nights instead of only on Monday night.

Dayton's Southdale store has not followed the lead of Donaldson's/Golden Rule, but did go along with the center's shift from 9 to 9:30 p.m. closing on Mondays, Thursdays and Fridays.

J. C. Penney Co., with a large downtown store and five other units in Minneapolis and suburbs, has not changed business hours in recent months and has no plans to do so. The downtown store is open to 8:45 p.m. Mondays and Thursdays and to 5:30 p.m. other weekdays. Suburban stores conform with practice established by the centers.

Five Sears stores in the Minneapolis area are open Thursdays, Fridays and Mondays to 9 p.m. Montgomery Ward with three stores, conforms with neighborhood practice—open to 9 p.m. in the Midway Mondays, Thursdays and Fridays; to 9 p.m. weekdays except Saturday at Southtown Center and at Apache.

Only the discount houses are operating on Sunday. GEM, in suburban Bloomington, apparently started the trend two years ago when it won a court test of a Minnesota blue law on grounds it sells only to card carrying members.

■ The principal food chains have changed their business hours in recent months. Most are open to 9 p.m. week nights and all are closed on Sundays. Some stores, principally National Foods, close at 6 p.m. on Saturdays.

A National spokesman said closing hours are adjusted to neighborhoods. Those in residential areas generally close at 6, others in centers and commercial areas, stay open to 9 p.m. "We haven't felt much pressure from the discount houses since few of them carry groceries in this area," he said. "National is not in the discount business in the Minneapolis branch but we are watching the situation and will go along with the trend. We don't intend to let competition hurt us."

The Minneapolis-based Red Owl chain said its closing hours in the Twin Cities haven't changed in 10 years. In Minneapolis, closing hours are generally 9 p.m., including Saturday. In St. Paul, three open-to-9 evenings a week is the usual practice.

■ Super Valu Stores, another Minneapolis-based chain, said its stores are following the general pattern of 9 p.m. closings.

"There is not enough pressure from grocery discounters as yet to justify a change," a spokesman said.

Provisions of union contracts, he said, make it prohibitively expensive for chains to operate on Sundays.

The only discount houses now selling groceries are Shoppers Center and Worldwide, which sells only to members.

The situation could change rapidly, though. A store calling itself Big A, specializing in discount foods, opened this week and promptly drove bread down to 9¢.

Super Valu has a 51% interest in a $1,500,000 project called Grand Central Supercenter, a combination department store and supermarket with built-in devices for speedy handling of merchandise due to open Nov. 15. The store has 160,000 sq. ft. of space, 60,000 of which will be utilized by the supermarket. It is modeled after Las Vegas Village center in Las Vegas, and will be managed by the same people who launched Las Vegas Village six years ago.

FLAVORFUL—*Rath Packing Co., Waterloo, Ia., is marketing a new product, ham fully cooked in champagne, across the country. The package is designed to convey quality and set it apart from regular ham cans. Dixon & Parcels Associates designed the can.*

Denver

Of three top food stores, two do not plan to lengthen their hours of business, while another is doing some experimenting in having a few of the stores stay open late, mostly for servicing apartment house people.

One of the stores has hours from 8:30 a.m. to 8:30 p.m., with one or two stores staying open until 9:30 p.m. Another store has hours from 8:30 a.m. to 8:30 p.m. with one store staying open until 9:30 p.m. The third store has hours from 8:30 a.m. to 8:30 p.m.

Of four leading department stores, one has hours from 9:15 a.m. to 5:30 p.m. every day except Monday, when it stays open until 8:30 p.m.

Another has extended its store hours in the suburban areas, to compete with the discount houses. The downtown store conducts business to 8:30 p.m. on Mondays and until 5:30 p.m. on other days. The branch store stays open until 9 p.m. every night except Saturdays. A third store follows suit with other downtown stores, with the branch store hours regulated with shopping center hours. The fourth store has not extended its hours recently. Monday hours are 9:30 to 8:30 and other weekdays to 5:30.

■ A survey of the discount houses showed that the hours are about the same. Most have hours from noon to 9 p.m. Monday through Friday; Saturday, 10 a.m. to 6 p.m. and Sunday, noon to 6 p.m. One of the discount houses has hours from 9 a.m. to 5 p.m. on Sunday.

Dallas

Although six discount houses with a total of seven outlets serve Dallas (and three additional operations are in the works) the three local department stores and three food chains queried regard the subject of extended store hours with the firmness of trail-wise wranglers who refuse to be stampeded.

None has extended business hours in recent months. None plans to do so in the near future.

Officials of Volk Bros. Co. and A&P think that the amount of extra business to be gained would not justify the extra expense of extended hours.

Safeway and Wyatt spokesmen said that discount stores are not a factor at this point, but bear watching for the future.

■ Department store business hours vary. Sanger-Harris' two downtown stores are open until 9 p.m. Monday and Thursday. The five branch stores are open until 9 p.m. Monday, Thursday and Friday.

Volk Bros. Co.'s two downtown stores are open until 8:30 p.m. Thursday. Two of the suburban stores stay open until 9 p.m. on Thursday. Two other suburban stores stay open until 9 p.m. Monday and Thursday. A fifth suburban store is open Monday through Friday at 10:30 a.m. and stays open Monday, Thursday and Friday until 9 p.m.

Titche-Goettinger Co.'s downtown store maintains 9:30 a.m.-5:30 p.m. business hours except Monday and Thursday when it remains open until 9 p.m. The three suburban stores remain open until 9 p.m. on Monday, Thursday and Friday.

■ None of the three food chains interviewed follows a uniform store hour policy. Of A&P's 36 stores, 60% are open until 9 p.m. Monday through Saturday; 40% until 6:30 or 7:30 p.m., except Friday when they stay open until 8 or 9 p.m. All open at 8:30 a.m. Monday through Saturday.

Of Safeway's 36 stores, the majority are open from 8:30 a.m. until 8:30 p.m., Monday through Saturday. About 18 stores are open for business on Sunday some hours.

Of the 30 Wyatt stores, 75% maintain 8:30-8:30 hours; the rest are open 8:30 a.m.-9 p.m., six days a week.

The Sessions Co., which was established here 14 years ago as a wholesaler and has operated as a discount house for the past eight years, is scheduled to open a second outlet early in 1962. Store hours are 9:30 a.m.-8:30 p.m. weekdays; 9:30 a.m.-6 p.m. Saturday; 1:00 p.m.-6 p.m. Sunday.

Houston

The growth of one huge discount operation, Globe Discount City stores, is credited with leading to the passage of a new state law on Sunday openings. Globe opened a third store last month, and will add a fourth one next spring.

The new Texas law says stores may be open Saturdays or Sundays, but not both (with exceptions for drugs, food and some other products). Many supermarkets have been covering up their housewares sections on Sunday while remaining open to sell food.

Neither department stores nor supermarkets in this area have extended their hours in recent months, and in general say they don't plan to do so.

The major department stores normally stay open two nights a week.

■ "Houston is a suburban shopping town, and the store hours have always been set with suburban shoppers in mind," said the Retail Grocers Assn. Practically all large grocers remain open until 8 p.m. on Monday, 8:30 p.m. on Tuesday, Wednesday and Thursday, and 9 p.m. on Friday and Saturday.

Seattle

The pattern in Seattle is fairly simple.

Department stores downtown normally are open 9:30 to 5:30 daily; Mondays, noon to 9 p.m. Sears, Roebuck is open Thursday evenings also; outlying shopping centers usually are open Wednesday evenings, and some of them Friday evenings.

Food stores in metropolitan Seattle hold to 9 a.m. to 9 p.m. daily hours and are closed all day Sunday.

About three years ago, food stores gave up Sunday selling. This was as the result of a joint effort by store operators, the retail clerks' union, and church and civic leaders.

Now the question of Sunday closing is getting a fresh look. The problem is competition of discount stores, which remain open Sundays. It may be significant that Valu-Mart, the largest discount store (closed-door) in this area, in opening a major branch in the north end does not keep its food department open.

■ Robert Campbell, manager of Washington State Food Dealers Assn., reports that efforts are now being made to bring the nighttime closing of all food stores in the area down from 9 p.m. to 7 p.m. At present, clerks get premium pay of 25¢ an hour for work after 6 p.m. Store operators figure they would do just as much business in a week if they closed at 7, and costs would be lower.

Los Angeles

In Los Angeles, supermarket cash registers ring virtually around the clock. A check of the major chains (Safeway, Von's, Ralph's) showed that on the average, hours run from 9 a.m. to 10 p.m. daily, 9 a.m. to 7 p.m. Sundays. In addition, and reflecting Southern California's continuing night-shift economy, many markets stay open until early hours of the morning, while others in high-traffic locations never shut their doors. Generally speaking, business hours of food markets are determined by local shopping habits, rather than by competition from discount houses.

Here are business hours of some major markets:

Safeway: 9 a.m. to 10 p.m. daily; closed Sundays. Hours also vary from market to market.

Alpha Beta: 9 a.m. to 10 p.m. daily; 10 a.m. to 7 p.m. Sundays.

Ralph's: 9 a.m. to 10 p.m. daily; 9 a.m. to 7 p.m. Sunday (midnight and 1 a.m. closings at certain locations).

Von's: 9 a.m. to 9 p.m. on Monday through Thursday; 10 p.m. closing Friday; 7 p.m. closing Sunday. Some locations open until midnight.

Better Foods: 9 a.m. to 10 p.m. Monday through Sunday; three locations open 24 hours.

■ Department stores in Southern California also set hours to conform to local shopping habits. Although nobody will say so, most of the major stores in Los Angeles last summer extended late closing to five days a week as a result of discounter competition.

Late closings continue to be limited to suburban locations, however, with downtown stores still locking up at 5 p.m. daily.

In contrast, the major discounters in Los Angeles maintain closing hours of 9 p.m. or later weekdays, and 7 p.m. on weekends. #

Pulse May Expand Data, Include More Magazines

The qualitative tv measurement service which Pulse Inc. has been developing during the past year may be broadened to cover readership of an expanded list of magazines in future reports. The thrice-yearly marketing surveys of network tv programs are based on data collected in personal interviews with about 6,000 people in 1,750 homes throughout the U. S.

At the Pulse annual man-of-the year award luncheon here, Dr. Sydney Roslow, head of the survey company, said about 20 companies had bought these marketing studies during the last year. These reports not only provide the advertiser with an audience size count for his tv buy, but they analyze that audience on the basis of product use, spending habits, program reactions and socio-economic characteristics.

Merchandising Ideas

Rug Salesman Hikes for Sales • George Collins, a 50-year-old carpet salesman who is out to prove the durability of his product by walking from New York to Texas in "carpet shoes," currently is hiking through Missouri, westward from St. Louis. His itinerary calls for spending the Nov. 11-12 weekend in Kansas City. Mr. Collins, salesman for E'Con Carpet Mills, Chattanooga, left Times Sq. Sept. 13, wearing special shoes made from Star-Light carpet, manufactured from Tycora yarn. Mr. Collins' final destination is Houston, a "walking distance" of 2,100 miles from New York.

His first big stop was Harrisburg, Pa., and midpoint in the trip was Chicago, which he reached Oct. 18. He wore the same pair of shoes (Star-Light carpet wrapped around an old pair of shoes with a special heel added) throughout his hike from New York to Chicago. In Chicago Mr. Collins visited Goldblatt's Department Store, which later in the month featured the carpet. He also changed carpet shoes in front of the store. Mr. Collins plans to arrive in Houston about Dec. 16. He then will head home to Chattanooga (not by foot) to spend Christmas with his family.

WALKING MAN—*George Collins, salesman for E'Con Carpet Mills, sits on State St. in front of Goldblatt's store in downtown Chicago, after completing 1,100 miles of walking in carpet shoes. In Chicago he changed to his second pair of shoes made from Tycora yarn.*

Chock Holds Bus Breaks • The grocery trade in the Detroit market was treated to a unique new product introduction when Chock Full O' Nuts presented its new vacuum-packed instant coffee via a decorated promotional transit bus. A coffee bar was set up in the bus, with point of sale materials decorating the bus interior. This rolling coffee bar visited supermarket chains and independents the first day out. The second day, "Chock coffee breaks" were served at the chain buying headquarters.

At one stop, an order for more than $10,000 of the new instant coffee was written, Chock Full O' Nuts reports. Miss Heavenly Coffee, Gerry Hastings, served each buyer as a battery-operated tape recorder played radio commercials which are backing the new product. Peerless Advertising, New York, handled the promotion.

DeSellier Jones Hastings Chapman

MOBILE COFFEE BAR—*Roland DeSellier, general sales manager of Food Associates of Michigan, local broker for Chock Full O'Nuts, greeted the grocery trade along with Al Jones, vp and general sales manager of Transportation Advertising Co.; Jack Chapman, John R. Chapman Co., Chock Full O' Nuts' public relations counsel in Michigan; and Gerry Hastings, who acted as hostess during the "Chock coffee breaks" in a bus.*

Lestoil Offers Recipe Cards • Lestoil Products, Holyoke, Mass., is backing the introduction of a new formula Lestare bleach with a series of 34 free, pocket-size recipe cards in color, plus eight cards containing "convenience cleaning hints." Three cards are packed to a box of Lestare. Marion Mocheski, Lestoil sales promotion director who also is director of the recipe card project, said the promotion marks the first time a non-foods manufacturer is adding recipe cards to its product packaging on "such a grand scale." Later this fall Lestoil will offer housewives a 16-page recipe card album with slotted windows for holding the cards. The offer is at half price. Lestoil Products also this year will make available the complete set of cards, to be ordered direct from Lestoil Products.

New Package for Policy • Berkshire Life Insurance Co., Pittsfield, Mass., has introduced a new policy presentation case, the only one of its kind in the industry, according to Charles E. Ferree Jr., Berkshire director of public relations and advertising. The case, in green, platinum and black, features a folded sleeve and sliding tray which closes tightly to keep the contents clean. A label is affixed to the reverse side showing the client's name and amount and type of policy. The Berkshire advertising department undertook a study of insurance policy packaging and out of it created the idea for the new case. The packaging division of Warner Bros. Co., Bridgeport, under direction of Edward C. Kozlowski, director of package development, created the package.

Webcor Boosts Bob Hope Film • Webcor Inc., Chicago, is making available to distributors a Webcor "Bob Hope Christmas promotion kit" to use in merchandising a tie-in promotion on the M-G-M movie, "Bachelor in Paradise," starring Bob Hope, Lana Turner and Janis Paige. A Webcor Microcorder tape recorder plays a part in the plot of the motion picture, released this month. Bob Hope, playing a writer, uses the tape recorder to woo and to work. Webcor has scheduled ads with illustration of Bob Hope using the tape recorder in November and December issues of *Newsweek*, *Time* and *Esquire*.

The merchandising kit contains radio spots, copies of the print ads, a description of the promotion and suggestions on how the Webcor dealers can tie in with theaters showing the film. Window displays, streamers and counter cards also are offered. North Advertising is the Webcor agency.

ON TAPE—*Bob Hope and Janis Paige rehearse with a Webcor Microcorder tape recorder on the set of "Bachelor in Paradise," M-G-M film being released this month. A Webcor tape recorder is used in the film by Mr. Hope.*

Book Features Dr. Synthesis • Monsanto Chemical Co. has prepared with the cooperation of the international editions of *Reader's Digest* a booklet on "Chemistry's Most Unforgettable Character"—Dr. Synthesis. Dr. (for Ph.D. in chemistry; university unknown) Synthesis is the scientific genius who has been solving the riddles of chemistry for Monsanto Chemical Co., in its overseas advertisements, anyway. Dr. Synthesis also is the product of the ideas of Braxton Pollard, Monsanto manager of international advertising; the pen of Roland Rodegast and Gotham-Vladimir Advertising. The booklet, with logo reading "*Selecciones del Reader's Digest*," also contains an analysis of the Monsanto international ad campaign featuring Dr. Synthesis by Frank Hermann Wills, professor of advertising and applied art at the Institute for Graphics, Printing & Advertising Art, Berlin-West. It is being distributed by Monsanto to its international customers and prospects.

Smart Rabbits Push ScottCups • Scott Paper Co. emphasized the vendability of its all-plastic two-ply hot ScottCups and line of cold cups with an exhibit featuring trained rabbits at the National Automatic Merchandising Assn. convention last month in Chicago. The rabbits, dressed in plaid bow ties and collars, took turns entering a door in the rear of the display and pressing a lever which dispensed the type of cup a spectator indicated. The animal then pressed another lever several times in succession to light up display signs covering the basic features of the cup. Six rabbits went through an eight-week training course for the Scott exhibit.

THE BIG 5th
EL PASO, TEX.
BLENDED TO YOUR SALES TASTE!
Buy El Paso, big 5th city of Texas, and give your sales a lift with the Big 5th that serves 750,950 consumers in the Southwest and Old Mexico. Buy this soaring sun-country market that ranks well within the nation's TOP FIFTY. Buy 100-proof coverage of half a billion dollars in retail sales and better than three-quarters of a billion effective buying income. Buy the Big 5th... El Paso, Texas!
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KTSM / XEJ-TV / XEJ / XELO
KELP-TV / KELP / KHEY / KIZZ

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HELP WANTED

ARE YOU ON FILE with executive recruiting firms? Let these talent seekers know the job and salary for which you are available so they can call you when opportunities arise. Accurate, nationwide list of 137 executive search firms only $3.00 ppd. **Execaid, 60 East 42 st. Dept. C, New York 17, N.Y.**

PROMOTION DEPT. AGENCY OR CORP. All around inside & outside man strong on P-O-P, other areas of prom. close second work on board, design, contact, production most import'nt chal. Pos. with future.
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WANTED
Account Executive with copy writing ability who has a $25,000 plus billing. Stock offering available in future. Submit Resume to
Box 5314, ADVERTISING AGE
200 E. Illinois St., Chicago 11, Illinois

SPACE, ADVERTISING, OR OTHER SALESMEN to represent established, award-winning national magazine in workable, financially rewarding plan. This position is not likely to interfere with your present activities. Ideal for person who has contacts and desires an additional source of repeat income.
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"NER" describes hundreds of $7,000-$35,000 Executive job openings monthly. Write for free copy. **National Employment Reports, 105 W. Adams, 830-G, Chicago 3**

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Perfect gift for the executive mind. Watch him color away the cares of the day with a safe, soft crayon. Pills, secretaries, attaché cases and other items of executive interest. Lively commentary is easy to read, and of great sociological significance. Also hilarious. Simulated leather cover, attractive gift wrap. Funny. You break up, or money back. $2.98 Postpaid
VOLUME DISCOUNT: 4 for $10
Send check or money order to
EXECUTIVE COLORING BOOK
FUNNY PRODUCTS COMPANY
Dept. A, 1047 W. Albion Ave.
Chicago 26, Illinois

HELP WANTED

PUBLIC RELATIONS
Young male with no more than two years experience to edit company publications, assist in imaginative PR program of internationally-known midwestern firm. Applicant must have grounding in journalism, lively disposition, plenty of imagination and drive. Provide photograph, and brief resume in first letter.
Box 5408, ADVERTISING AGE
200 E. Illinois St., Chicago 11, Illinois

NEW YORK SPACE SALESMAN
Multi-magazine business paper publisher has opening for aggressive space salesman in important eastern territory. Experience with merchandising field and/or agricultural advertisers valuable. Family man in 30's preferred. Full details and income requirements to W. E. Lingren at:
MILLER PUBLISHING COMPANY
P. O. Box 67, Minneapolis 40, Minn.

NEW YORK BUSINESS PAPER SPACE SALESMAN
Growth opportunity on New York sales staff with well-established multiple-paper publisher for experienced, aggressive space salesman. Under 40 preferred. The man we want is now earning $10,000.+ and looking for chance to grow. Send complete resume.
Box 5409, ADVERTISING AGE
200 E. Illinois St., Chicago 11, Illinois

OFFICE MANAGER
Fully experienced in advertising agency procedures and cost accounting for medium size agency. Our staff has been informed of this ad.
Box 5410, ADVERTISING AGE
630 Third Ave., New York 17, New York

POSITIONS WANTED

OUTDOOR SPECIALIST
with ideas that sell. Ideal working conditions a must. If you have a space problem, investigate today.
Box 5415, ADVERTISING AGE
200 E. Illinois St., Chicago 11, Illinois

INTERNATIONAL AIRLINE SECRETARY-ASSISTANT

SALES—AD MGR. REQUIRES RIGHT ARM. DICTATION AND TYPING AS IMPORTANT AS CREATIVITY. FULL BENEFITS INCLUDE WORLD-WIDE TRAVEL OPPORTUNITY. SALARY COMMENSURATE WITH RESPONSIBILITY. SEND FULL RESUME WITH RECENT PHOTO TO:

Box 139, ADVERTISING AGE
200 E. Illinois St., Chicago 11, Ill.

POSITION WANTED

DOES COMMON MARKET INTEREST YOU?
Returning to USA briefly after 7 month and 30,000 mile tour. Formerly top figure man in sales and advertising mgt. Arriving Nov 12. If interested in representation write CIPHER-888
ADVERTISING AGE
630 Third Ave., New York 17, New York

ART DIRECTOR-LAYOUT
7 yrs. experience studio agency.
Box 5416, ADVERTISING AGE
200 E. Illinois St., Chicago 11, Illinois

COMPLETE ADVERTISING MAN, AGE 31 Top N.Y. agency experience all media planning, buying, research. Strongly creative. Graduate Business School education. Wants challenging job, hard work, the opportunity to improve an agency's or company's position by sound, creative advertising and marketing.
Box 5411, ADVERTISING AGE
630 Third Ave., New York 17, New York

Man, 28, with advertising media experience, seeks non-agency advertising position (including sales) with future, New York City—some travel ok, married—**CALL PL 3-3800 OR UN 3-4730**

7 DAYS IN BED DUE TO OVERWORK Three kids that do not eat promises. Age 26. Fin-adv Mgr. Copy. Contact. Highly versatile. Staff or free lance. P/R. They say my kind is getting scarce, well?
Box 5412, ADVERTISING AGE
200 E. Illinois St., Chicago 11, Illinois

N.Y. CORRESPONDENT specializing in field work and case history articles. Placement guaranteed. Experienced. Reasonable. Engineer. Write for information.
Box 5413, ADVERTISING AGE
630 Third Ave., New York 17, New York

WE WANT A WRITER

. . . with agency experience who is really adept at creating sales producing ad campaigns; who thinks clearly, organizes well, starts without a push; who works easily with A.E.'s and clients; who is interested in writing as a career and wants to put his roots down with a creative 50-man agency heading for the $4 million mark by Christmas. Big order? We don't think so, we have men of this calibre now. But we'd like to have one more before the start of the year. If you think you fill the bill, write and give us your reasons why. You'll hear from us right away — and who knows, maybe we'll get together.

Jim McNoldy
Howard Swink Advertising, Inc.
327 E. Center Street, Marion, Ohio

REPRESENTATIVES WANTED

PUBLISHERS' REPRESENTATIVE
Wanted in Florida area, preferably in Miami, qualified representative to handle established, well-known publication serving the aluminum and home improvement industry. Good Potential.
Box 15414, ADVERTISING AGE
630 Third Ave., New York 17, New York

BUSINESS OPPORTUNITIES

$500,000 CASH TO BUY TRADE PUBLICATIONS
Serious buyers will pay fair prices and act promptly. Write in confidence. **C. K. FEINBERG**, Publications Broker, Box 1036, Newark, N.J.

FOR SALE
MONTHLY BUSINESS MAGAZINE
In major, big volume field with only one competitor. Tremendous potential. Reasonably priced. Terms possible. Other interests leave publisher no time. Biggest ad potential is in New York City area.
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W. B. GRIMES & CO.
—Media Brokers—
2000 Florida Avenue, N.W.
Washington 9, D.C.
DEcatur 2-2311

ADVERTISING SALESMAN WANTED
Monthly industry magazine with established billing and fine potential for new business wants space salesman. Headquarters Chicago, some travel, midwest territory. Good opportunity for right man. Please outline your background, experience, age and other details. **Box 133, Advertising Age, 200 E. Illinois St., Chicago 11, Illinois.**

DON HARRIS NEEDS . . .

(SPECIAL NOTE: Don knows how costly it can be to move with profit-sharing and/or bonus coming up. But the best jobs are least likely to be filled fast. Many November interviews have bloomed in January. Many more applicants will be "looking" then. Now's a GOOD time to get into Don's files.)

WOMAN TV-PRINT WRITER (about 50-50). Could be in 20's or 50's if her samples, especially TV film scripts, are highly professional, done by a deft, imaginative pencil with a woman-to-woman flair. Toiletries experience desired but not quite imperative if you have everything else ..... To $16M

RESEARCH PROJECT DIRECTOR. A top-top agency. 3-4 years agency experience. Psychology, sociology or economics major. Can be quite young if exceptional enough $12M

ADVERTISING—SALES PROMOTION MANAGER. Important division of multi-division company. 3-5 years company or agency consumer-trade experience with products sold by such outlets as drug, hardware, radio-TV, photographic, auto supply and department stores. Will write, produce sales promotions. Some publicity. 28-35 ..... $12,500

DON HARRIS, Director
LOU PAETH, Associate Director
Advertising and Marketing Division
MONARCH PERSONNEL
28 E. Jackson Blvd., Chicago • WA 2-9400

ADVERTISING AND SALES PROMOTION SPECIALIST AVAILABLE
Well-rounded trade, professional, consumer experience, plus background of sales contacts with architects, engineers, building contractors, etc. NYC or relocate west. 31, vet, BA degree, married. Resume and references upon request.
Box 134, ADVERTISING AGE
630 Third Ave., New York 17, N. Y.

ART DIRECTOR WANTED
Primarily creative layout. AAAA Agency. Write **Paul Staedtler, Arthur Towell, Inc., P. O. Box 104, Madison 1, Wisconsin.**

Top opportunity for TOP ADVERTISING COPYWRITER
High earnings and continuing advancement await the talented and versatile man who can qualify for permanent position with fastest growing agency in midwest. Profit sharing plan assured upon proof of performance. This is not an easy job, but challenging and rewarding if you can write and write well. Please submit complete resume and samples. Our staff knows of this offer and all applications will be held in strict confidence.
Box 117, ADVERTISING AGE
200 E. Illinois St., Chicago 11, Ill.

HOW TO GET A TOP CREATIVE DIRECTOR FOR PEANUTS!

1. Pick one who is really creative . . . whose copy has helped land, hold and develop million-dollar accounts.

2. Talk to him when he's more interested in the kind of people he'll be working for than in how much he'll be paid.

3. Show him you have a potentially "hot" agency and offer him a *real* participation in future growth.

But first answer his ad! Write Box 137, Advertising Age, 630 Third Avenue, New York 17, N.Y.

Position Open For Advertising and Promotion Manager (Consumer Products)

New position with big potential for young man (28-35) who wants to be noticed and get ahead. Will create ideas and produce materials to advertise and promote an established, fast growing consumer product line. Must be able to write snappy copy and make rough layouts. Products sold through drug, hardware, photographic, radio-TV and department store channels. Position requires 5 years experience with consumer promotions. Division of $85,000,000 company. Located near New York City.

Box 126, ADVERTISING AGE
200 E. Illinois St., Chicago 11, Ill.

PUBLIC RELATIONS DIRECTOR

Technological growth company in New England needs a self-starting imaginative PR man. He will report directly to the company president and have independent responsibility for initiating product and corporate publicity programs, writing and editing technical articles, maintaining effective contacts with publications, and operating a public information office.

He must have experience in depth in the industrial public relations field, a scientific or engineering background (or good practical knowledge in this area), plus a genuine writing talent.

This is a one man function with unlimited opportunity for growth and personal advancement based on contribution to company success.

Replies should state qualifications, experience and salary requirement.

Box 131, ADVERTISING AGE
630 Third Ave., New York 17, N. Y.

Complaint Department

We have been receiving a number of complaints about our classified ad department. It seems many of the classified advertisers get far more returns than they anticipate and this poses a problem for them. They have more to choose from and they don't want to miss a bet. They have the task of selecting an employe from among the best informed, best equipped people in the advertising/marketing business—the readers of Advertising Age. And this is no easy job. One advertiser had to consider and reconsider 30 top notch prospects including one from London, England. Another advertiser complained bitterly because trying to keep up with the response to his ads taxed his organization.

When you are looking for an employe—try the classified ad pages of Advertising Age — and then you, too, will be complaining — and we'll be happy!

AVAILABLE
(You Name The Job)

At present, just closing advertising and p. r. agency ($350,000) after 5 years. Tired of being president — too much detail, so I'm selling out. Like refreshing change to becoming part of a team. Knows how to create and sell a program, handle clients, scratch up NEW BUSINESS, and knows agency management. Seeking position in p. r. or advertising (agency or manufacturer) with solid 5 figures, and ownership opportunities. Available December. Married, age 38, 3 kids. Resume & samples available. Write Box 138, Advertising Age, Chicago, Illinois.

Advertising Space Salesman

One of America's best known business paper publishers has a key spot open now. We need a New York-based salesman with proven ability to sell effectively and creatively. Familiarity with advertising and promotion services desirable, but sales ability first consideration. This is a top company. $150 weekly draw plus good commission arrangement and unusual company benefits. Family man in thirties preferred. Send complete details in first letter.

Box 103, ADVERTISING AGE
630 Third Ave., New York 17, N. Y.

SPECIALIZED PR SERVICE

Public relations program for products or services that relate to health interests of women and their families. Ethical and proprietary drugs, foods, cosmetics, insurance and special appliances are a few fields in which we can be effective. We work directly with manufacturers and/or their agencies.

WOMEN'S HEALTH INFORMATION SERVICE
75 E. 55th St. — New York 22, N. Y. — PLaza 5-0808

the copy shop
MU 3-1455
270 madison/ny 16

COPYWRITING STUDIO
Confidential Work
Add 26 copy experts to your staff—but not to your payroll—get a top creative team for a pre-agreed per-job fee.
Persuasive Communication any kind—any medium

Our 50th Year
ADV. & SALES PROM. MGR
Consumer Products $12,500
RADIO TV WRITER
Agcy. Exp. Consumer 8,000
MKT. RESEARCH ANALYST
New Product Development 9,600
MANY MORE—MAIL RESUME
GLADER CORPORATION
110 S. Dearborn St., Chicago, Ill.
Phone: CEntral 6-5353

R-TV WOMAN
Agency R-TV department has immediate opening for Traffic and Production woman who's not afraid of hard work. Experience in all phases of billing systems and procedures needed. Knowledge of SAG and AFTRA talent payments helpful.
Box 136, ADVERTISING AGE,
200 E. Illinois St., Chicago 11, Ill.

Attention, Top Publishers in
. . . YOUTH FIELD . . .
Don't let our 12 years of successful space sales on the . . . WEST COAST . . . go to waste. We can do for YOU what we did for a leading Youth publication (So good, in fact, that they are now opening their own office here). J. G. DAVENPORT ASSOCIATES, 2412 W. 7th St., Los Angeles 57, DUnkirk 2-6254. (Time open for other fields, too).

BIRCH
Personnel Service, Inc.
The Midwest's outstanding placement service for Adv. • Art & allied fields.
By appointment only
67 E. MADISON • SUITE 1418
CHICAGO 2, ILL.
CEntral 6-5670

MOVING?
SEND FOR BOOKLET
A free, 16-page booklet prepared by Burnham Van Service, Inc. can give you helpful, work-saving, cost-saving pointers on how to organize your move from city to city when you change jobs. How to prepare to move, tips on packing, a helpful inventory checklist of things to do are among the topics included. Write for your free copy. No obligation. Edward Swann, Burnham Van Service, Inc., 1634 Second Avenue, Columbus, Georgia.

Westport has excellent schools, beaches, moorings and a community club-park.
My charming home has a large living room with fireplace, 3 bedrooms and large studio/bedroom. Cooled by attic fan. 2 baths.
Big 2-car garage, playroom, laundry, sundeck.
High, drained wooded acre, on circle of a dead-end maintained road.
Oversize screened terrace close to dense woods makes a cool living room.
Well worth a visit to Hal Darrow, 38 Highland Road, Westport, Conn. Dial 203 CA 7-7848.

SCRIPT WRITERS
Recent promotions have created immediate openings for two experienced script writers with Caterpillar Tractor Co., World's Leading Manufacturer of Heavy Earthmoving Equipment.
Assume full responsibility for creative writing and final production of scripts and meeting guides for sales training and promotional meetings—sound filmstrips—films—visualized talks. Work with artists—photographers—graphic arts and film production staff in Audio-Visual Section.
Must have Journalism degree or equivalent—2 years' professional writing experience with industrial motion pictures—advertising—radio-TV—magazine or newspaper. Working knowledge of photography desirable.
Send complete resume—work experience—salary requirements to:
J. C. Myers
Technical & Professional Employment
Caterpillar Tractor Co.
Peoria, Illinois
We are an equal opportunities employer

Vended Sales of Hot Foods, Non-Foods Soar

(Continued from Page 6)

the future bring vending into almost every area of dispensing goods and services. Although it is only in recent years that vending has grown so rapidly, the industry traces its beginning back to 219 B.C., when Hero Cstebus, a Grecian high priest, invented a machine which dispensed holy water at the drop of a drachma.

From this simoniacal beginning, the trail winds through China (1076 A.D., coin-operated pencil seller), Japan (16th Century, coin-operated doll) and England (1820, coin-operated tobacco box) before coming to the U.S., where, in 1886, the first American vending machine patent was issued for a post-card-cigaret vendor.

Gum, stamps and cigarets were the early favorites of vending operators. In the 1930s the development of refrigeration put the vending of soft drinks on a major scale. Hot coffee machines were introduced in 1946, and hot food machines bowed in the '50s.

■ Cigarets, soft drinks, candy and coffee still account for about 80% of the industry's business, which increased by over 150% during the past decade.

While vending is an important segment of the sales of many food companies, few can—or will—accurately estimate the percentage of total sales going through vending machines. Hershey Co., for instance, sells a special vend bar, but points out that many operators buy the regular size through normal channels. The same is true of the William Wrigley Jr. Co., another huge supplier to the vending industry.

Campbell Soup Co. and Heinz reportedly split the vended soup market about 50-50, and also sell other canned foods. Armour & Co., however, is attempting to crack the canned food vending market.

Now in its third year of providing special cans of prepared foods to vending machines, Armour this year added three types of canned soup, a product it does not sell through regular retail outlets.

■ Schulze & Burch Biscuit Co., Chicago, which has had a vending division for two years, attracted considerable attention at the convention by running a color page in the Oct. 27 issue of *Life* which displayed the company's vend packs of crackers and apple turnovers, available "in over 585,000 vending machines." The ad ran in a nine-state regional edition. The company believes this is the first direct appeal for vended products in a mass medium by a manufacturer (Curtiss Candy Co. had a color page in the national edition of *Life* Sept. 8 which featured people buying Baby Ruth from a machine, but made no direct appeal for this type of purchase).

The Schulze & Burch vending division now accounts for about 5% of total company sales, according to Paul Schulze III, exec vp. He said the division hopes for a 12% increase in the current fiscal year.

Referring to the *Life* ad, he said: "We believe this promotional recognition of vending's importance will help stimulate even more public acceptance of automatic merchandising—and of course build our sales through both vending and retail outlets."

■ S&B merchandised the ad by offering "as advertised in *Life*" decals to operators to attach to machines dispensing the products.

One of the most versatile machines shown at this year's show was a multi-purpose merchandiser from Universal Match Corp., which has adjustable shelves for vending various sizes of items, and offers exact change for $1 and $5 bills.

Vendo Co., which opened a coin-operated snack and grocery shop in Kansas City last year (AA, Dec. 19, '60), says it will open up a completely automated, 500-item, 24-hour grocery store "within a few weeks" at an undisclosed location. Within a year, Vendo said, a number of these facilities will be found in various U.S. cities.

Rudd-Melikian, Hatboro, Pa., introduced a "full line" vending machine which includes flexibility in space allotments and price increments from 5¢ to $1.25.

■ School Supply Service Co., Chicago, showed a new dispenser which sells pencils, ballpoint pens and notebook paper and is designed for school locations.

While machine versatility got much of the attention, some predictions about a trend in the other direction also were heard.

E. J. Howard, sales manager of Jennings & Co., vending machine manufacturer, predicted that the item-specialized vendor, which now accounts for 10% of all units in operation, will increase to 50% in the next decade. The growth, he said, will result from the increasing use of vending machines by manufacturers of specialty products "who have recognized the broadened markets offered by automatic merchandising."

Point of sale promotion on the machine is an added advantage of having your own machine, he said.

Mr. Donahue, NAMA's president, predicted that overseas interest in American vending equipment and methods will increase next year. The Department of Commerce reported more than $2,000,000 worth of vending equipment was exported during the first five months of '61 (compared with $1,400,000 for the same period last year).

■ As an added feature, NAMA this year presented its first International Vending Symposium, with manufacturers and operators from

Now miracle, moisture-proof, transparent packages now bring you
fresh, delicious cookies and crackers
in over 585,000 vending machines
Family sizes at your grocers
Saltines
Saltines

SNACKS—*Schulze & Burch Biscuit Co., Chicago, used this color page in a regional edition of Life Oct. 27 to promote the sale of its vended products as well as its regular size packages.*

SPACE SALESMAN WANTED
Leading publication food field needs eastern representative to service established accounts and solicit new business. Headquarters New York City, about 25% travel. Guarantee and commissions. Good potential. Give full details in confidence. Box 132, Advertising Age, 200 E. Illinois St., Chicago 11, Illinois.

ATTENTION ONE MAN AGENCIES
Add a complete creative staff at no cost to you. If you are overworked and underpaid trying to service your accounts, do all the creative work and production . . . and still find time for new calls, we can help you. Sorry only one agency in each of the following cities: Chicago, Indianapolis, Omaha, Baltimore, Cincinnati, and Cleveland. For full details on how we do it, write today to:
Box 128, ADVERTISING AGE
200 E. Illinois St., Chicago 11, Ill.

NEED WEST COAST REPRESENTATION?
Experienced medium-sized San Francisco advertising agency can be your West Coast office. Complete agency service available. Principal will be visiting Chicago and New York shortly for appointments. Write:
Box 109, ADVERTISING AGE
200 E. Illinois St, Chicago 11, Ill.

Are You A Promotion Writer?
Do you have a way with words? Can you write advertising bulletins, sales letters and plan promotional booklets that are exciting? Are you merchandising minded and sales oriented?
If the answers are "Yes," and you have the necessary experience with samples to substantiate, there is a fine opportunity awaiting you with a nationally-known consumer goods company, which is first in its industry. The work involves a variety of promotional activities directed toward salesmen, distributors and retailers.
Your age should be 28-40 and the salary is $8-10,000, depending upon your experience and abilities. WRITE NOW telling us all we should know.
Box 130, ADVERTISING AGE
630 Third Ave., New York 17, N. Y.

Advertisement

DON'T OVERLOOK the Sweet Vermont Market! Cover it effectively, easily, economically, with just one order, one bill, one buy—using the Vermont Allied Dailies, a 6-newspaper group which covers the part of Vermont where 93.9% of the state's $652 million buying power originates. Write: VERMONT ALLIED DAILIES, Rm. 515, Statler Office Bldg., Boston, Mass. (Sales Management figures.)

GROWTH PROBLEMS?
HERE you can get completely new offices—constructed to your plans—at surprisingly low rental. Space to grow—modern—very handy location. Prestige at low cost.
35 EAST WACKER AT WABASH
McCORMICK BEATTY COMPANY... HA 7-6560

Schools
will buy $26.5 billion worth of goods and services this year—and even more next. They are adding classrooms at a 69,000-a-year clip to house climbing enrollment. Until now, advertisers have needed at least three publications to cover the school market's major segments. Starting in January, one big magazine will do the job every month.
SCHOOL PRODUCT NEWS will reach the *total* market. It will carry your sales message to 75,000 prime buying influences in all kinds of schools: public, private, sectarian, colleges, even schools run by industry.
Readers will look to SCHOOL PRODUCT NEWS for just one thing: facts to help them specify and buy everything it takes to build, equip, operate and maintain schools of all kinds. *You can sell schools best in this magazine that helps them buy.*
The premiere issue of SCHOOL PRODUCT NEWS closes December 1. May we rush a complete media file to you? Wire or call
School Product News
an Industrial Publishing Corporation magazine
812 HURON ROAD · CLEVELAND 15, OHIO · SU 1-9620
OFFICES: NEW YORK · CHICAGO · LOS ANGELES · LONDON

Vending Machines . . .

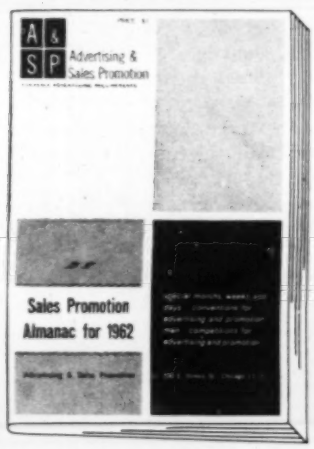
other countries swapping ideas on new ways to operate.

The European guests reported that outdoor vending is more prevalent there, because shops generally keep shorter hours than their U.S. counterparts.

■ Several speakers also noted that a variety of local laws made vending difficult in their countries. Alessandro G. d'Anna, of Vend System in Italy, said outdoor locations in some instances have to be approved by a commission on historical sites and monuments.

Eugene Gonin, of AFICO S.A., Switzerland, commenting on the rapid advances in vending machine manufacture evident at the convention, told the group: "I would not be surprised if the ultimate machine was right around the corner—a machine which, when a coin is dropped in, produces another vending machine." #

Your Guide to 1962



A&SP Sales Promotion Almanac

☛ the year's special days, weeks and months

☛ conventions for advertising and sales promotion men

☛ awards for achievement in editorial, advertising, sales promotion and public relations

This convenient booklet, now in its third annual edition, gives dates, sponsors and addresses. You'll use it all through the coming year.

$1 per copy
Quantity prices on request

Reprint Editor
Advertising & Sales Promotion
200 E. Illinois Street
Chicago 11, Ill.

Please send me ..... copies of the A&SP Sales Promotion Almanac for 1962.

I enclose $.....
(Ill. residents add 4% sales tax)

Name .....
Company .....
Address .....
.....

GM Shifts Four Execs Following Skinner Retirement

DETROIT, Nov. 7—General Motors shifted three vps and named a fourth today in a chain promotion resulting from the retirement last week of Sherrod E. Skinner, exec vp in charge of automotive, body and assembly, parts and defense systems divisions.

James E. Goodman, a GM vp since 1952, succeeds Mr. Skinner. His promotion brought changes at

J. E. Goodman Edward Cole

Chevrolet and Pontiac divisions, with new general managers for both.

Edward N. Cole, vp and general manager of Chevrolet since 1956, becomes a group executive in charge of the car and truck divisions, a position vacant until today. He also was made a director of the corporation and a member of the executive committee.

Semon E. Knudsen, a GM vp and head of Pontiac division since 1956, succeeds Mr. Cole at Chevro-

Elliott Estes S. E. Knudsen

let. His place has been filled by E. M. Estes, who was elected a vp today. Mr. Estes has been chief engineer at Pontiac since 1956.

All four are longtime GM men. Mr. Goodman started as a production worker in 1925 at Fisher Body, Norwood, O. Mr. Cole joined Cadillac Motor Car division in 1930 as an assistant in the engineering laboratory. Mr. Knudsen, son of GM's former president, William Knudsen, joined Pontiac's manufacturing staff in 1939. Mr. Estes joined GM in 1934 and served in the research laboratories and Oldsmobile engineering before joining Pontiac in 1956. #

Californians Urge Kennedy to Set Up U.S. Consumer Unit

SAN FRANCISCO, Nov. 7—Peace, comfort and satisfaction "offered in little jars and big cars often bring success to the hucksters who tender them, because their victims just won't fight back."

"Too often," asserted Charles James, head of the consumer fraud section of the state attorney general's office, "the consumers tend to shrug off their unfortunate experiences, and even the most efficient law enforcement agency is left helpless without sufficient evidence."

Mr. James spoke to the annual conference of the Assn. of California Consumers, held here.

He urged the 200 convention delegates to "continue your work of educating the public on the legal resources available for fighting crime in business."

■ The delegates voted to urge President Kennedy and Congress to establish a cabinet-level Department of Consumers and passed resolutions against exorbitant interest rates on easy credit; deceptive weights and measurements; and misleading advertising.

Mrs. Helen Nelson, California's state consumer counsel, also addressed the sessions, as did Mildred E. Brady, editor of "Consumer Reports."

Mrs. Jackie Walsh, president of the San Francisco Joint Culinary Board, was elected president of the consumer's group. #

Hayden Boosts Shvidrik

William P. Shvidrik, product information adviser and writer, has been promoted to technical director of Hayden Advertising, Montclair, N.J.

• for Ad Agencies Who

Golden Car Key Programs by Allied

100 million drivers use their car key daily. Your client's message on a personalized Golden Car Key, cut to fit the car, reaches the target daily—repeatedly—effectively.

Programs ideally suited for:

INDUSTRIAL ACCOUNTS—FINANCIAL INSTITUTIONS—RETAIL OUTLETS—SUPERMARKETS—SALES CAMPAIGNS, ETC.

FULL AGENCY COMMISSION

Write or phone for free sample key (state make & year of car), case history brochure & price list.

ALLIED Associates
110 Cummington St. Boston 15, Mass. COngress 2-1240

Advertisers in This Issue

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Push Public Events Broadcasts, Hagerty Urges at BPA Session

(Continued from Page 1)

white paper or Gulf Special runs a bad second or even third to cops and robbers, situation comedies or musicals.

"This is where you can help by assisting in bridging the information gap that does exist in our business. You can help our news department programs—you can call attention to them—you can give them the nationwide and local publicity they honestly deserve. You can plug them—as you plug entertainment programs. And you don't have to be ashamed when you do—we do put together darn good news and public information programs. Don't treat us like orphans—after all, we are your blood brothers," Mr. Hagerty said.

■ One of the most provocative sessions heard three young agency representatives propose that BPA take the lead in establishing a set of market information indices to be applied generally throughout the industry. Details of the proposal were outlined by Bill Chrisman, Lennen & Newell, and supported by his fellow panelists, Jackie DeCosta, Ted Bates & Co., and Robert Widholm, Doherty, Clifford, Steers & Shenfield.

It was suggested that the association form a committee to set standards for the kind of market data to be supplied to agencies by stations. At least 75% could be made available on a comparable basis once standards had been agreed upon, it was estimated.

In a discussion that followed, one promotion man asked if it would not be better for an agency organization to indicate what kind of data buyers wanted and in what form rather than have broadcasters try to work out the problems by reading buyers' minds.

Magic Word: Image

Station image and its impact on buyers was explored by Theodore Grunewald of Hicks & Greist, Frank Kemp of Compton Advertising, and Ben Holmes of Edward Petry & Co.

Mr. Grunewald advised against the use of gimmicks such as sending steaks to Khrushchev. The agency man said 90% of the direct mail that comes to his office daily gets thrown away.

He deplored the trend toward numbers in ads, and called instead for promoting the quality aspects of stations and their markets. He singled out the three Norfolk tv stations for special praise for their cooperative effort to bring more advertising dollars into their market. "Sometimes to get the dollars for your station, you must first get the dollars for your market," he said.

■ Mr. Grunewald said the alert, aggressive promotion man could have "influence on the actual purchase of time." He cited a Nashville promotion director, who asked why when his station wasn't included in a particular campaign. Told that the client had no distributor there, he went out and found one—and as a result got the business.

Mr. Kemp said he judged a station by the type of programming; the audience reached; its way of doing business; and its representative. All-too-frequent billing and scheduling problems, with those in authority at the station not quite sure whether a particular spot has run despite confirmation, have served to undermine confidence in station efficiency and are to some extent responsible for the growing success of easy-to-buy network spot carriers, he pointed out.

■ Mr. Holmes said a good promotion manager could make a mediocre sales manager look better than he is, but he emphasized that the station's basic image is a reflection from the top down. "If the principals give you a bicycle, you can't convince anybody for very long it's a Rolls-Royce," he said.

"No one wants to think he's doing business with a poor station," Mr. Holmes continued. "Good image comes from pride in your operation. If you are proud of your image, people will be proud to do business with you."

The station representative stressed the importance of the sales manager's man-to-man contact with the agency and with his representative. He advised promotion men to make their materials as attractive, tasteful, concise and informative as possible since they face heavy competition for attention. He strongly endorsed the use of business paper advertising to provide an almost subconscious penetration of the buyers' mind when the copy is right. Business paper stories always are helpful—and the good ones will be used, according to Mr. Holmes.

■ In the question-and-answer session, agency men split on whether they would buy higher priced stations which were a little easier to service, in preference to a buy spread over more stations. Mr. Kemp said the aim was to buy as large an audience as possible of the quality required for a particular account with as little money as possible. "All things being equal, we might try to save on paper work," he added.

Mr. Grunewald left the impression that an agency which too often let the ease of buying sway its judgment in a media decision wouldn't keep the account very long if the advertiser found out how it was selecting radio and tv.

Panel Scores Radio

All three panelists at a Monday workshop session blasted radio's total image, but only one station man felt that a change could be effected through a coordinated industry effort.

John O. Gilbert II, WXYZ, Detroit, said he did not think such a project necessitated the establishment of a radio information office such as tv's, but felt the job could be done through one of the existing organizations—the Radio Advertising Bureau or the National Assn. of Broadcasters.

"So far we've done a stinking job of promoting radio's image," Mr. Gilbert said. "We in radio are the greatest bunch of 'negative salesmen. We sell against each other. We should not sell the individual station image—we should sell the total image of radio," he emphasized.

John V. B. Sullivan, WNEW, New York, recommended the "do-it-yourself" approach. "Be positive," he advised, "and make your image stand by what you can do" as an individual station.

■ Mr. Sullivan said WNEW billed $7,000,000 last year, and "I'm not about to give up one nickel of it because of someone else's defection."

The vp and general manager of WNEW said, "Every radio station in America shows a common problem today—too many people know too little about us. Many other people are so misinformed that what they do know about us doesn't do us any good. Today, even though radio offers more, the non-listeners don't know it."

Allen Cash Paul Harriss Knight Hutton

RELAXATION HOUR—*Happy for a breather in the three-day, sessions-packed Broadcasters' Promotion Assn. meeting were Donald E. Allen, NBC-TV; Charles Cash, KTVI, St. Louis; Richard Paul, WAVY, Norfolk; Kirt Harriss, KPRC, Houston; James H. Knight, WTRF-TV, Wheeling; and Robert Hutton, Edward Petry & Co.*

Radio must communicate with more people by offering enough different reasons for listening, Mr. Sullivan emphasized. The job is not only to enlighten the general public, but media buyers and the government as well. This cannot be done, however, by any committee, office or group, he asserted.

Jay Barrington, WDAF, Kansas City, agreed that the character building project must be done on an individual station basis. He said there were too many different kinds of stations to make a central office feasible.

■ Mr. Barrington later speculated that he might be interested in joining forces with the top 100 to 175 stations, which are seriously interested in building radio's image. Even such a select group, however, would need a leader of the caliber of Judge Landis, who saved baseball, he added.

Market Data Needed

"What kind of sales promotion material do you want?" was the seminar question put to Janet Murphy, Lawrence C. Gumbinner Agency; Allan Silverman, Norman, Craig & Kummel; and Philip Stumbo, McCann-Erickson.

Mrs. Murphy asked for presentations tailored to meet the desires of the client and the agency, and full market information. She said she found market studies even more helpful if they were a joint project of all stations in a community.

"Tell us," she said, "if you reach any particular segment of the audience. Let us know how the station has changed lately in programming. If the ratings have improved, tell us about it. Give us statistical proof of how your medium in your market can provide more reach than the others. Summarize your outstanding points. Then stop writing, or if you're in the buyer's office, shake hands and get up."

■ ABC Television's "There is nothing harder to stop than a trend" trade ads were applauded by Mr. Silverman as an excellent example of the kind of pre-conditioning that creates a favorable sales atmosphere.

In five years of seeing salesmen, sales managers and sales presentations, Mr. Stumbo said he had seen only a small percentage that offered "good sound basic selling material and information."

He said he wanted facts about the acceptance of the station, and market information covering the unique features of a territory.

As musts in the basic sales portfolio, he asked for: coverage and circulation data; audience profiles; station services including merchandising, stated in advance; success stories; station policy, and availabilities and rates.

Mr. Stumbo praised the group of Henry L. Christal-represented stations for their recent Politz qualitative study, which he said is the kind of material needed for intelligent salesmanship.

■ All three characterized merchandising as an important factor in a buying decision.

In a discussion on market data, George Johannessen of Russell Research, a market research company, told the station promotion men, "The more information you can give advertisers on brand standings in your market and centers of distribution, the better off you will be."

Ray Stone, of Maxon Inc., emphasized that "enthusiasm and extraneous facts don't make good promotions." He illustrated this point with a riotous tape recording of a make-believe sportscaster who became so emotionally involved in extraneous detail, he forgot to present the baseball game.

■ Mr. Stone suggested that all promotions should contain information on what a station believes it can do to help an advertiser. The small and medium-size market makes the ideal test area, he said.

Richard Dunne, Sullivan, Stauffer, Colwell & Bayles, pointed out that people do not buy products to any equal degree. For example, he said, 27% of the households control over half of the buying power. Such facts should be brought out in a market study, it was suggested.

Tops in Market?

Who's on first? Just about everyone, judging by the number of stations which claim to be on top in their markets, three agency media directors agreed in a discussion of station ratings and presentations.

Robert Boulware, Fletcher Richards, Calkins & Holden, said that in his own little study of 100 business paper ads placed by the same number of stations, of the 27 which quoted ratings, all claimed to be first in their markets. Another 38 said they were outstanding, with an indirect implication that they were first. 29 said they were first in certain characteristics. This left 18 which dwelt on market specifics, and five others which used their call letters and made their pitch on being clever.

■ Frank Gromer, Foote, Cone & Belding, said agencies like to see special studies. As an example, he mentioned those showing the complementary nature of spot television to network tv. These are particularly effective in large multi-station markets where network coverage might be weak, he said. WNEW-TV, New York, has done many such studies to show how it could be used in combination schedules, Mr. Gromer pointed out.

Other beyond-the-ratings studies recommended by Mr. Gromer: (1) One showing how an advertiser could use a dispersion plan of daytime announcements for better balance, (2) one showing the added reach and efficiency which could be gained by using two or three stations in a market, and (3) another showing how a rotation of stations within a market, rather than a rotation of time periods on one station, could produce the most effective results.

■ Mr. Gromer admitted that the last study might sound like a peculiar one for stations to make, but he believed stations should participate in adding to the general knowledge of the effective use of media.

Julie Brown, Compton Advertising, said an agency is not interested in knowing in how many quarter-hours a station ranks first—if the station does not have any spots available in those segments. Among the facts in which an agency is interested are such things as what syndicated shows a station has and whom these shows reach—whether they are women or children, young or old, and what their buying patterns are. Agencies also want to know what network program company they'd be keeping, Miss Brown said.

■ Other panels and participants at the BPA session included: Tv on-the-air announcements—H. Taylor (Bud) Vaden, WJZ-TV, Baltimore; Jack Door, WBNS-TV, Columbus; and John Dillon, WBTV, Charlotte; radio on-the-air promotion—Michael Ruppe Jr., WKY, Cleveland; and Ruth Just, WIL, St. Louis. Contest ideas and one-time promotions—Arnold Katinsky, WIP, Philadelphia; Donn E. Winther, WBZ-TV, Boston; Caley Augustine, WIIC, Pittsburgh; and Jo Wilson, WWDC, Washington. Merchandising—Bern Kanner, Benton & Bowles; Bill Raidt, D'Arcy Advertising; and Helen Davis, J. Walter Thompson Co. Business paper advertising—Robert Kowalski, Young & Rubicam; Robert Liddell, Compton Advertising; and Roger C. Bumstead, MacManus, John & Adams.

Named president of BPA for the coming year was Don Curran, director of advertising and promotion for ABC's owned radio stations. Other new officers are: James Bowermaster, WMT, Cedar Rapids, 1st vp; and Clark Grant, WOOD-TV, Grand Rapids, 2nd vp.

■ Elected to the board were Dan Bellus, Transcontinent Television Corp., New York, program chairman for the 1961 seminar; Judd Choler, KMOX-TV, St. Louis; H. Taylor Vaden, WJZ-TV, Baltimore; Jean Riopel, CFCN, Quebec City; Casey Cohlmia, WFAA, Dallas; and Jack Door, WBNS-TV, Columbus. #

Columbia Records Names 2

Leonard Marcus, formerly assistant manager of the classical division of London Records, has joined Columbia Records, New York, in the new post of manager of information services. Myrna Greenfield, previously a publicity assistant at Riverside Records, has been appointed co-ordinator of information services at Columbia Records.

SH&B Names Mann VP

Richard Mann has been named vp and senior account executive of Smith, Henderson & Berey, New York. He was formerly vp of Kastor, Hilton, Chesley, Clifford & Atherton.

This Week in Washington . . .

Conflicts, Gaps in Federal-State Rules Puzzle Business Men, Consumers

By Stanley E. Cohen
Washington Editor

WASHINGTON, Nov. 9—Under our federal-state system of government, diffused responsibility for the enforcement of consumer protection laws often plays strange tricks on consumers and business men alike.

Consumers are inclined to assume they are being protected; but they may have less protection than they realize. And business men who are under stringent federal regulation sometimes must compete with others who are under less alert state authorities.

This diffusion of responsibility, inherent in the system, often makes sense. But responsibility can "fall between the stools," and the House government operations subcommittee on government operations is determined to put some light on the problem.

The subcommittee already has published a compilation of the consumer protection programs of the federal government. And this week, it started a study which is expected to bring together for the first time, a complete report on the consumer protection activities of states, cities and counties.

■ Governors of each of the 50 states have been asked to submit detailed information covering a range of consumer protection problems in such fields as advertising, health and honest weight. For each state—and later for each large city and for a cross section of counties—the subcommittee expects to find out what laws exist; how vigorously they are being enforced; and what arrangements exist for cooperating with other enforcement agencies.

The complications which can arise from diffused authority are often perplexing. Take, for example, the case of the "watered hams," which became a matter of litigation in the federal district court here this week.

Under Department of Agriculture rules, federally inspected meat packers traditionally have been prohibited from marketing hams which, after pickling, weigh more than they did before.

But at least 20% of the nation's meat packers are under state inspection or no inspection at all. Utilizing a new process which involves the injection of pickling solutions directly into the ham, they produced a ham which sold for less and—according to many people—tasted better.

■ About a year ago, the Agriculture Department decided federally inspected packers should be permitted to meet the competition. A new regulation was adopted which said that federally inspected packers could ship hams containing a maximum of 10% pickling solutions.

But a big outcry—some say it was politically motivated—arose. Critics saw something unsavory in the regulation, and they insisted it was enabling packers to sell water at the price of ham.

Now the New Frontier's Secretary of Agriculture Orville Freeman has decided that federally inspected packers should not be allowed to market "watered ham." His new regulation is supposed to go into effect Nov. 17. So Armour & Co. was at the federal district court here this week protesting that the secretary has been arbitrary and capricious.

■ Armour says its ham sales dipped 20% before the original "watered ham" regulation went into effect. If the Freeman regulation stands, Armour says, it will have to resort to "intra-state" packing to escape federal control; give up the marketing of "watered ham," or mark its product as "imitation ham."

Armour's offer to use a label clearly disclosing the liquid content of the ham wasn't sufficient assurance for the Agriculture Department. Once that federally inspected ham reaches the supermarket, it is beyond the jurisdiction of the federal government. Federal officials fear the butcher will cut off a slice, and put it in the meat case without adequately disclosing to the consumer the characteristics of the product she is buying.

Armour emphasizes that the market mechanism is the consumer's most reliable form of protection: Through day-to-day buying decisions, the consumer gets the kind of ham she wants at the price she is willing to pay.

■ But advocates of consumer protection laws won't accept that justification. They have no intention of retreating from the commitment to provide reliable information on the labels of the products the consumer buys.

In the "watered ham" situation, as packers threaten to reorient their operation to avoid federal inspection, advocates of consumer protection see a form of Gresham's law at work, with the "bad" consumer protection laws of the least enlightened states driving out the "good" laws of the more advanced states and the federal government.

Often a state or local official is eager and equipped to do a more effective job than a Washington "bureaucrat." But the consumer is a trusting soul, and he may have no way of knowing which of the local regulatory units are worthy of his trust.

■ Sometimes we carry the "Balkanization" process to the point where we expose unwary citizens to chicanery countenanced in less scrupulous states. Currently, for example, Washington newspapers are reporting the tragic losses facing thousands who trusted savings to certain so-called "savings and loans" operating in the state of Maryland.

Americans are so imbued with the idea that our banks and savings and loans are safe that the aggressive advertising efforts of these institutions found a receptive market—particularly since they were promising higher returns than other savings and loans, and throwing in valuable gifts for those who opened new accounts.

Many of those who responded to the advertising were servicemen overseas, who were specially selected targets for the promotion. It looked like a savings and loan; and it called itself a savings and loan. How were they to know that the state of Maryland had virtually no laws to regulate the operations of savings and loan associations?

■ Last June, the Maryland legislature finally passed a savings and loan control law. And now the auditors are telling their sad story. Two big institutions in the Washington suburbs are in receivership, on charges that assets were diverted to the speculative use of the owners. Others are reported to be in trouble.

No depositor in a federally insured savings and loan has ever lost a penny; and the federally insured savings and loans here aggressively advertise this fact. But the consumer is an enigma. Some are credulous; others venal; still others are incurable optimists who are willing to take a gamble.

An incredible number were unaware or unconvinced of the importance of depositing only in properly insured and inspected savings institutions. Now they are paying a high price for the "free" transistor radios which were so effectively promoted by the unregulated institutions. #

If You're In Electronics, Communications Or Photographic Equipment Manufacture

Uncle Sam needs YOU!

Military electronics contracts during 1961 should reach a whopping $8.5 billion. Smaller producers of electronic specialty items will be in a stronger position this year for they will deal more and more directly with the prime contractor. Uncle Sam is issuing more direct contracts and is broadening his base of suppliers in the electronic field.

11,000 primary defense buyers and subcontractors need the facts about the electronics, communications and photographic gear you sell. They read SIGNAL, the official publication of the Armed Forces Communications And Electronics Association. You have 12 opportunities a year to sell them in SIGNAL. Get the low page rates and the details from:

SIGNAL

BPA OFFICIAL JOURNAL OF AFCEA

Wm. C. Copp & Associates
72 W. 45th Street, New York 36. MU 2-6606

Locally Edited Sunday Magazine

"ORBIT"

now rotogravure!

THE DAILY OKLAHOMAN

OKLAHOMA CITY TIMES

Largest Sunday Circulation in the Southwest!

Published by The Oklahoma Publishing Co.
Katz Agency, Representatives

IT'S THE MARKET DELIVERED THAT COUNTS!

Advertisement

SHE HAS THE FIGURES! She knows that the Vermont Allied Dailies, a 6-newspaper group, saturates the part of Vermont where 93.9% of the state's $652 million buying power originates. Boost sales here with just one order, one bill, one buy! It's easy, economical. Write: VERMONT ALLIED DAILIES, Rm. 515, Statler Office Bldg., Boston, Mass. (Sales Management figures.)

Meet Big Mr. Snow
most spectacular cake you ever baked!

MR. BIG SNOW—*This is the first of four consecutive right hand pages, all four-color, in the December McCall's. Succeeding pages, for General Foods' Swans Down White Cake Mix and Baker's Angel Flake Coconut, and for Kaiser cooking foil, tell how Mr. Big Snow is made. Young & Rubicam is the agency for all products.*

Basford Names Senior VPs

G. M. Basford Co., New York, has brought its list of senior vps to four with the promotion of Robert Welborn, vp, and Winsor Watson, vp in charge of copy. Mr. Welborn takes the title senior vp, operations, and Mr. Watson, senior vp, marketing. Both are new titles.

Brussel Leaves WJR

Jack Brussel has left WJR, Detroit, where he formerly held the position of sales manager. A successor to Mr. Brussel will not be named for the time being.

Starr Elected to Four A's

A. D. Starr Inc., Honolulu, has been elected to membership in the American Assn. of Advertising Agencies, New York.

Libbey Glass Talks With Five Agencies as JWT Bows Out

TOLEDO, Nov. 9—A week after losing half of the Owens-Illinois Glass Co. account, J. Walter Thompson Co., New York, today asked to be relieved of the remainder of the account—the Libbey glass and forest products divisions.

Libbey, with a total annual ad budget of about $750,000, was not exactly caught flat-footed by Thompson's decision. The division will begin hearing from five agencies next week—Fuller & Smith & Ross; Doherty, Clifford, Steers & Shenfield; Sullivan, Stauffer, Colwell & Bayles; Campbell-Mithun; and Clinton E. Frank Inc.

The latter two agencies also made presentations for the four divisions which last week named Meldrum & Fewsmith, Cleveland, to succeed Thompson (AA, Nov. 6). The divisions—Kimball Glass Co., glass container, closure and plastics, and corporate—spend an estimated total of $800,000 on advertising.

■ Libbey reportedly will make a decision on a new agency early next month. The forest products division also has not decided which agency will succeed JWT.

The agency switch came as a result of a company decentralization in which greater autonomy was given to each division. With this new freedom, several divisions decided they would prefer to work with an agency located closer to Toledo headquarters.

This decision to allow the divisions to work any way they wished in the advertising area was believed to be the basic reason for JWT's resignation of the rest of the account. In JWT's 18 years on Owens-Illinois, it dealt with a centralized advertising authority, and this new autonomy made for an entirely different type of account. #

Alberto-Culver, Armour Make Television Buys

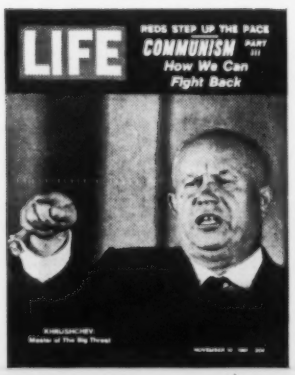
Alberto-Culver Co., Melrose Park, Ill., has signed as co-sponsor with the previously named Lever Bros. for "Yours for a Song," new musical game show with Bert Parks which will start on ABC-TV Nov. 14 (AA, Nov. 6). Alberto-Culver's order was placed through Compton Advertising.

Armour & Co. has ordered participations in "Room for One More," a new half-hour comedy series which will begin Saturday, Jan. 27, at 8 p.m. (EST). Armour had some participations on "Roaring '20s," which will vacate the Saturday 7:30-8:30 time slot in January. Armour's buy was made by Foote, Cone & Belding.

Promotion-of-Month Bows

Promotion-of-the-Month, a new clearing house for radio promotional ideas, was introduced at the Broadcasters' Promotion Assn. convention. Frank Lander, president of the new company and formerly of Dunnan & Jeffrey, said that subscribing stations will receive monthly portfolios containing one major promotion, four special ones and five supplementary ones. Subscribing stations will pay $12.50 a month on a yearly exclusive market basis. All material will be submitted to Promotion-of-the-Month by stations which have tested them for their own operation. Stations need not subscribe to the service in order to submit promotional ideas. Those ideas which are selected for the monthly portfolio will be paid for on the basis of $50 for a major promotion, $25 for a special, and $10 for a supplementary.

WITH THE SPEED OF LIFE



Give LIFE your advertising plates (two-color or black-and-white) any Wednesday—and the following Wednesday you can be selling cross-country in approximately 7,000,000 copies of LIFE.

LIFE's editorial pages frequently "close" as late as 48 hours before publication—they did last week, for example—to keep pace with the world's fast-breaking news.

And this high-speed editorial production schedule makes it possible for advertisers, too, to reach LIFE's big quality readership in record time—as quickly as seven days for two-color or black-and-white advertisements. No magazine so big closes so fast.

Closing for four-color advertisements is fastest of all in LIFE, too—it takes just 22 days from plate to published page.

Even for LIFE's Year-end double issue, on sale December 20, black-and-white or two-color closing is December 13; four-color November 30. LIFE's Year-end issue, a newsstand sellout every year, has given advertisers a bonus as high as 1,100,000 copies.

LIFE

Note: Fast Close premium, 5%

"I read The Chronicle every morning."

Mr. Victor J. Bergeron — President, Trader Vic's

In 1934, a Berkeley gas station owner opened a one-room restaurant-bar on the endless honky-tonk stretches of Oakland's San Pablo avenue. But Victor Bergeron had a flair for decor and he knew how to cook. From a start "fooling around with Chinese food," he developed "Trader Vic's" unique cuisine and floated along with the gardenias in his exotic drinks to the crest of the restaurant world.

Outwardly gruff but inwardly affable, Trader Vic now owns another restaurant in San Francisco, operates six more throughout the U.S. Catering to an exalted clientele, he grosses $10 million a year.

And as most leading San Franciscans do, Mr. Bergeron invariably starts his busy day better prepared by reading The San Francisco Chronicle.

Mr. Bergeron is one of a distinguished group of San Fanciscans who have been awarded The Chronicle Gold Medal for public service.

San Francisco Chronicle

Represented by Sawyer Ferguson Walker